

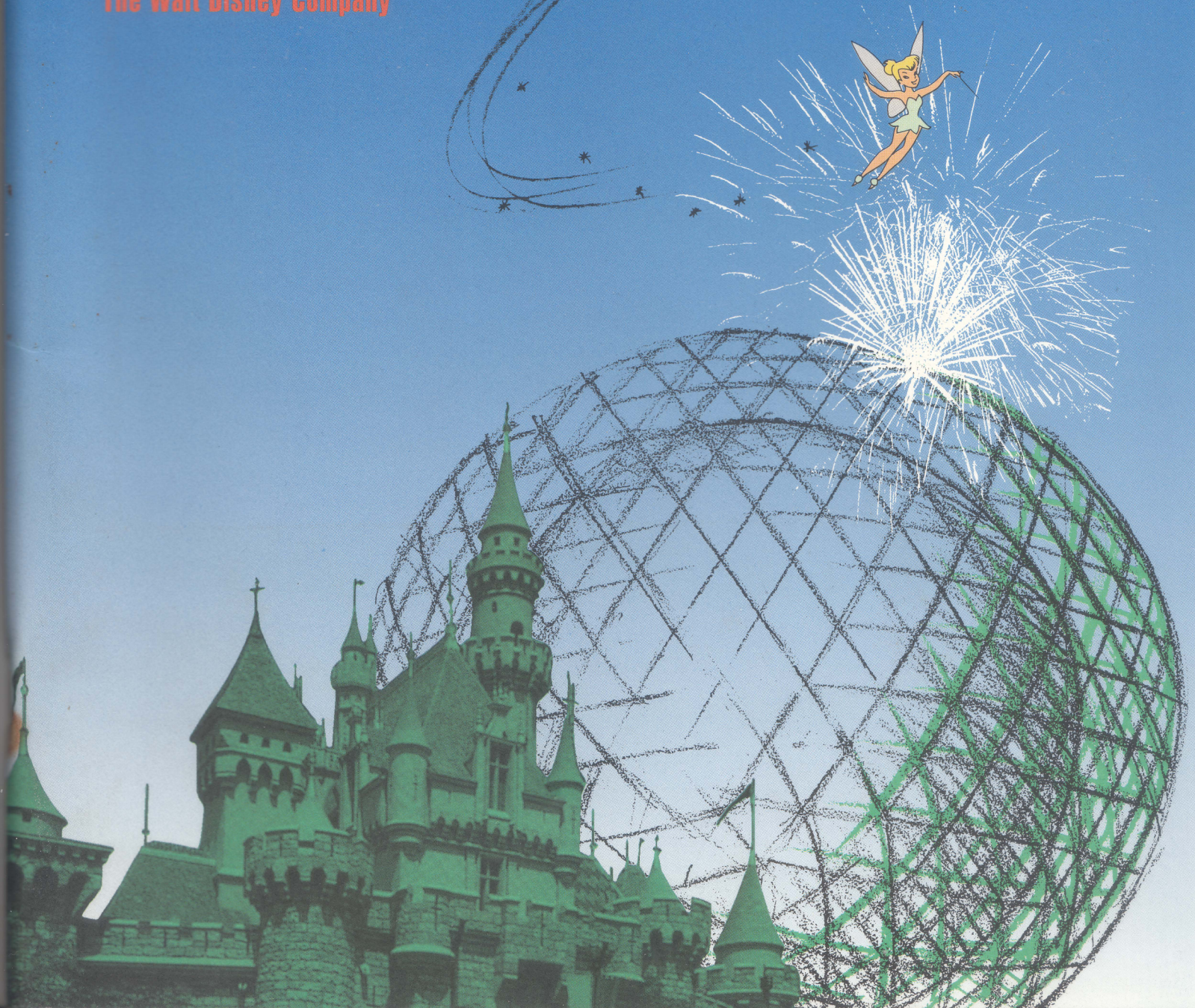
The Disneyland[®] RESORT

Preliminary Master Plan

Anaheim, California

March, 1961

The Walt Disney Company



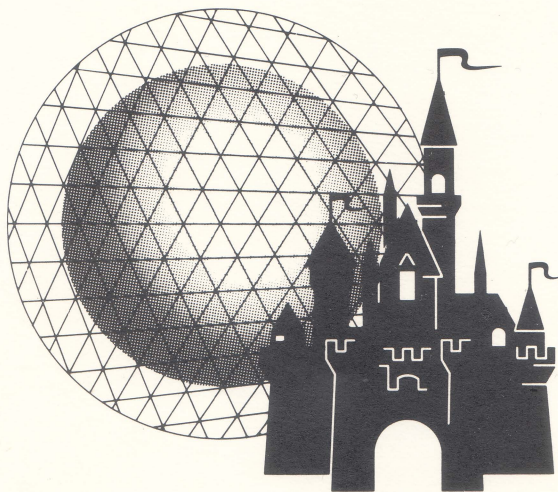
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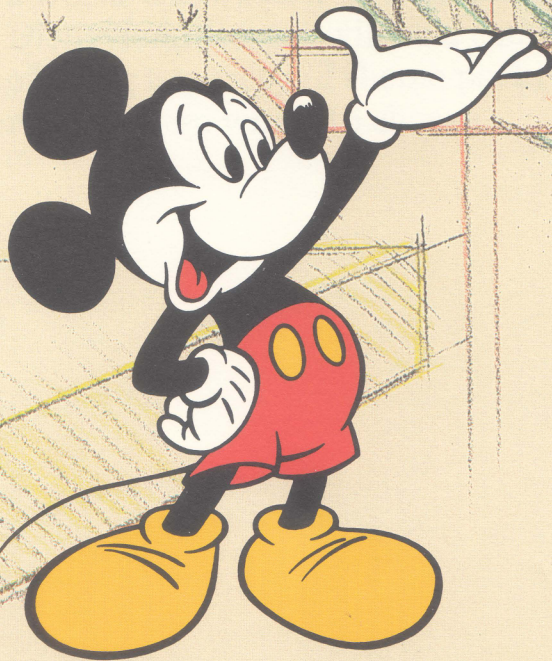
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Executive Summary



exterior
grid of
globe

platform
and
walkway

.....



Executive Summary. For more than 35 years, Disneyland has called Anaheim home. Disneyland has evolved over the years from Walt Disney's imagination into a "Magic Kingdom" recognized and loved in every corner of the world. Similarly, just as Disneyland has changed, so too has Anaheim. Today, many challenges face the community. Revitalizing the city's urban areas, strengthening its transportation systems and boosting its economy are issues identified by the citizens of Anaheim as top community priorities. As a member of the Anaheim family, Disneyland shares those concerns and stands ready to meet those challenges.

The Disneyland Resort has been designed to be responsive to the community's needs and priorities, and to transform the Anaheim Commercial Recreation Area around Disneyland into a world-class, multi-day destination resort. The 550-acre Disneyland Resort will be a complete vacation destination, offering a variety of theme park, hotel, retail and dining experiences from which to choose.

The Disneyland Resort Plan

The Preliminary Master Plan, shown in Figures 1 and 2, includes an expanded Disneyland and a number of new exciting resort and entertainment facilities:

Disneyland. Disneyland itself, with even more exciting attractions, will continue to delight guests from Southern California and around the world.

WESTCOT Center. Next door to Disneyland, the totally new WESTCOT Center provides a fun and fantastic global perspective for its guests. Inspired by Walt Disney's vision of EPCOT -- the Experimental Prototype Community of Tomorrow -- WESTCOT Center celebrates not only our cultural diversity, but those elements that truly connect us: our humanity, our history, our planet, our universe.

At World Showcase, visitors will explore every corner of the globe through dramatic showcases of foreign lands. From Ventureport, located at the heart of the park, guests will be transported to themed pavilions where they will explore the wonders of the human body, marvel at the delicacy of our natural environment, and journey to new worlds where we "Dare to Dream the Future."

The Resort Hotel District. To the west of the theme parks, the Preliminary Master Plan envisions a resort hotel district that is quintessentially Southern Californian.

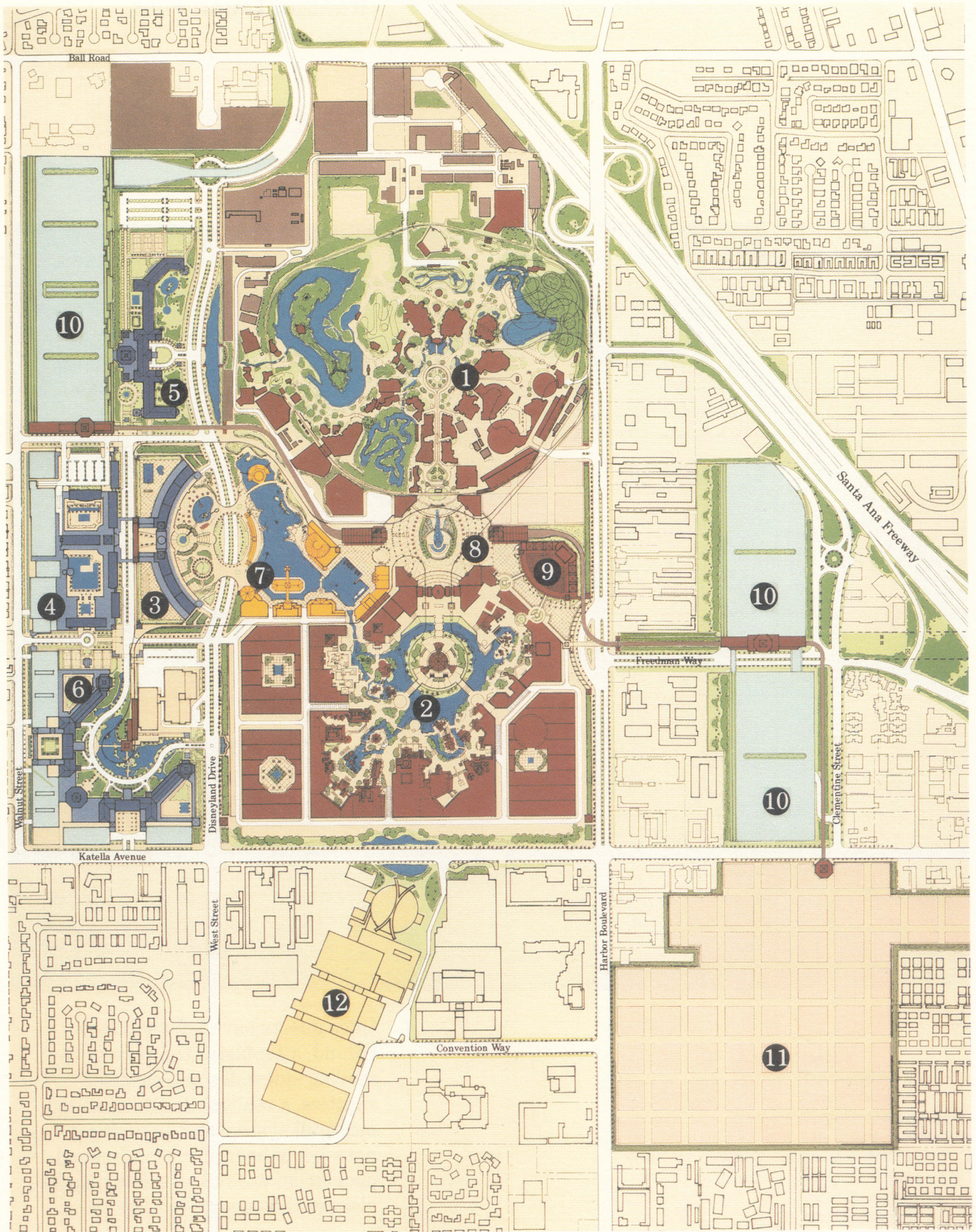
A renovated and reconfigured Disneyland Hotel and three new themed hotels accommodate visitors in atmospheres that celebrate the ambience of California's most famous architectural landmarks -- from the grandeur of the Hotel del Coronado to the Spanish history of the Santa Barbara Mission. To emphasize California's Mediterranean climate, lush landscaping, thriving gardens and soothing greenscapes are woven throughout.

Disneyland Plaza is at the heart of The Disneyland Resort, connecting both theme parks and serving as the central hub for all transportation and pedestrian networks. A seven-acre open space, Disneyland Plaza is destined to become one of the world's great public places.

Disneyland Center, between Disneyland Plaza and the Resort Hotel District, provides guests and area residents with a place for shopping, dining, browsing and strolling. Located around a six-acre lake, Disneyland Center recalls traditional California waterfronts: the Palisades, Catalina Casino, Venice Boardwalk and Coronado Island. Intimate dinner theaters, lakefront cafes, paddleboats, open plazas, shaded cabanas and pedestrian walkways offer a diversity of leisure opportunities.

Figure 1
The Disneyland Resort Site Plan -- Disneyland's proposal would create a world-class destination resort in Anaheim by integrating an array of tourist-related facilities within a comprehensive Master Plan. Components of the plan include:

- 1 Disneyland
- 2 WESTCOT Center
- 3 The New Disneyland Resort Hotel
- 4 The Disneyland Hotel
- 5 The Magic Kingdom Hotel
- 6 The WESTCOT Lake Resort
- 7 Disneyland Center
- 8 Disneyland Plaza
- 9 Disneyland Bowl
- 10 Public Parking Structures
- 11 Future Expansion Area
- 12 Anaheim Convention Center



Disneyland Bowl. Between Disneyland Plaza and Harbor Boulevard is the Disneyland Bowl. Accessible from either park, this 5,000 seat amphitheater is designed to accommodate a wide spectrum of live entertainment activities. Along the edge of the theater, a broad pedestrian esplanade connects Disneyland Plaza to Harbor Gateway, the eastern entrance to The Disneyland Resort.

Disney, in close cooperation with the City of Anaheim, has developed an innovative traffic and parking management plan for the Commercial Recreation Area, designed not only to accommodate current and future Disney guests, but to lay a foundation for sound transportation programs into the 21st Century.

A concerted effort will be made to reduce project-related traffic congestion and vehicle air emissions by reducing vehicle trips in the area. Specific trip reduction measures being considered include flexible work scheduling, increased use of carpools and mass transit, and off-site warehousing.

In addition, major improvements to the freeway and local street systems will allow motorists to exit the freeway *directly* into two new public parking structures serving the Commercial Recreation Area, without traveling on city streets. As a result, most Disneyland traffic will be removed from local roads, thereby reducing traffic congestion.

Once guests have left their cars behind, a sophisticated system of moving sidewalks and elevated shuttles, a realigned and expanded monorail system and an inviting network of beautifully landscaped pedestrian walkways will transport visitors throughout the Resort.



Figure 2
The Disneyland Resort
 (Model Photo) -- The Disneyland Resort, shown here looking south along the Santa Ana Freeway, will serve as a catalyst for the revitalization of the entire Commercial Recreation Area.

Revitalization of the Commercial Recreation Area

The Disneyland Resort and related infrastructure improvements will be the catalyst for the revitalization of the entire Commercial Recreation Area.

Interwoven throughout and surrounding the Resort is the Garden District, a lushly landscaped system of walkways, thoroughfares, streetscapes and promenades designed to create an enjoyable experience for the pedestrian. Disneyland Drive (formerly West Street between Ball Road and Katella Avenue), the main street of the Resort, will be a gently curving, tree-lined boulevard reminiscent of the landscaped avenues of Beverly Hills and Santa Barbara in the 1930's.

The Disneyland Resort Preliminary Master Plan is designed to complement the various planning efforts underway by the City of Anaheim for the Commercial Recreation Area. The area is envisioned as a fully integrated resort destination, bringing the Convention Center, hotels and motels, restaurants and other visitor-serving uses together with the new Disneyland Resort. This collective vision will be carried out through the implementation of a comprehensive Commercial Recreation Area Specific Plan. Elements will include streetscape and landscape improvements, land use standards and a long-range transportation plan.

Taken together, the City's and Disney's efforts will establish a dynamic new vision for the Commercial Recreation Area and provide the foundation for its well-planned growth into the next century.

Environmental Mitigation Measures

In order to minimize the environmental impacts from the proposed development, Disney has already incorporated a number of mitigation measures into its Preliminary Master Plan. Additional mitigation measures will be identified and included in future refinements of the plan.



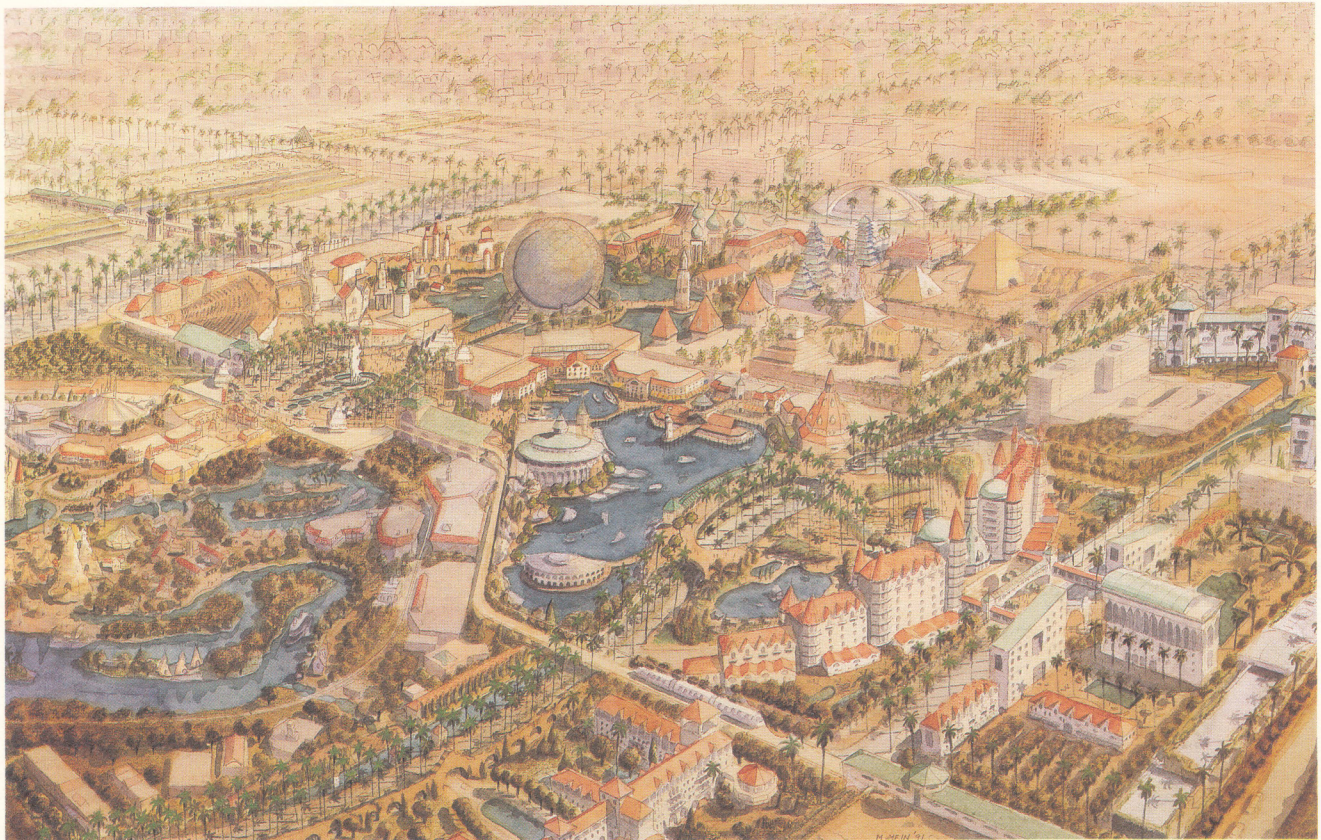
Figure 3
The Disneyland Resort --
With Disneyland and the new WESTCOT Center as its centerpieces, The Disneyland Resort will contain a series of public spaces linking together the diverse elements of the plan.

Economic Benefits to the Community

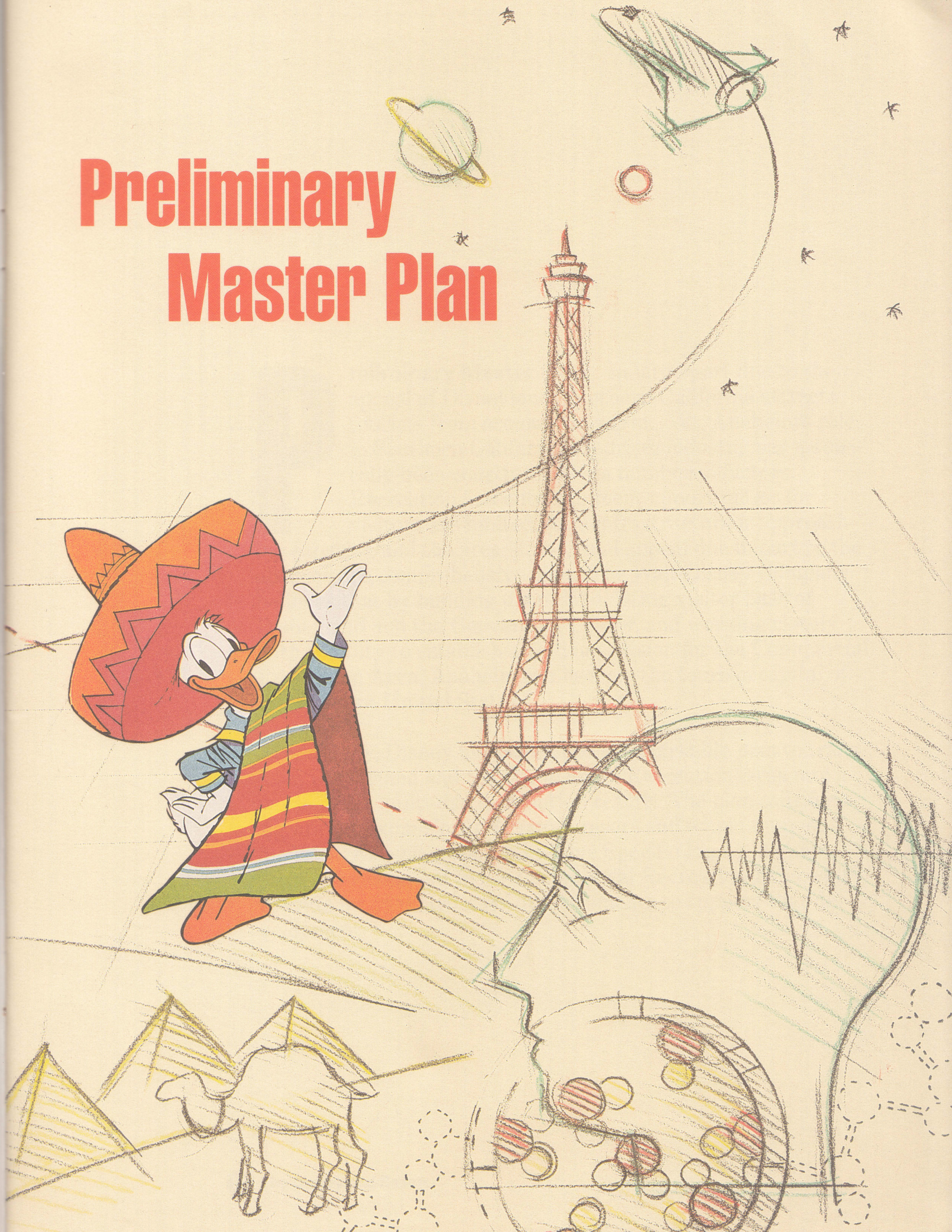
Tourism is a very important and desirable industry for many cities in Southern California. While tourism generates significant fiscal benefits, it creates substantially less adverse environmental impact and demand for municipal services than do other industries.

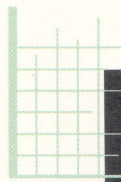
By enhancing Anaheim's position as a tourist destination, the Disneyland Resort will bring substantial economic and quality of life benefits to the City

of Anaheim and its residents. The Disney expansion and induced investment by others will create thousands of new jobs for local residents. Increased spending by Disney guests will create millions of dollars in new tax revenues to pay for vital city services such as schools, police and fire protection, parks and recreation and senior citizen programs. Finally, local businesses will benefit from dramatically expanded economic activity in the Commercial Recreation Area.



Preliminary Master Plan





Preliminary Master Plan. In large part due to the appeal of Disneyland, Southern California attracts tourists from around the world. Yet, Anaheim's role in Southern California's tourism industry has historically been constrained by a number of factors. Recreation and entertainment opportunities for visitors are limited, local infrastructure is approaching capacity, and the area lacks visual appeal due in part to the absence of a comprehensive plan. The Walt Disney Company believes that by building upon the existing visitor base of Disneyland and the Convention Center, and working closely with the City to establish a bold new vision for the Commercial Recreation Area, Anaheim can become the tourism capital of the Western United States.

Accordingly, Disney has developed a remarkable plan to transform Disneyland and the Commercial Recreation Area into a world-class, multi-day destination resort. The plan calls for a significant expansion of Disney's resort and entertainment facilities. As well, a comprehensive Specific Plan will guide future development in the Commercial Recreation Area, and provide for infrastructure improvements to support that development.

In order to accommodate the development of The Disneyland Resort and to establish a new vision for the Commercial Recreation Area, considerable coordination of planning initiatives at the local, regional and state levels is necessary.

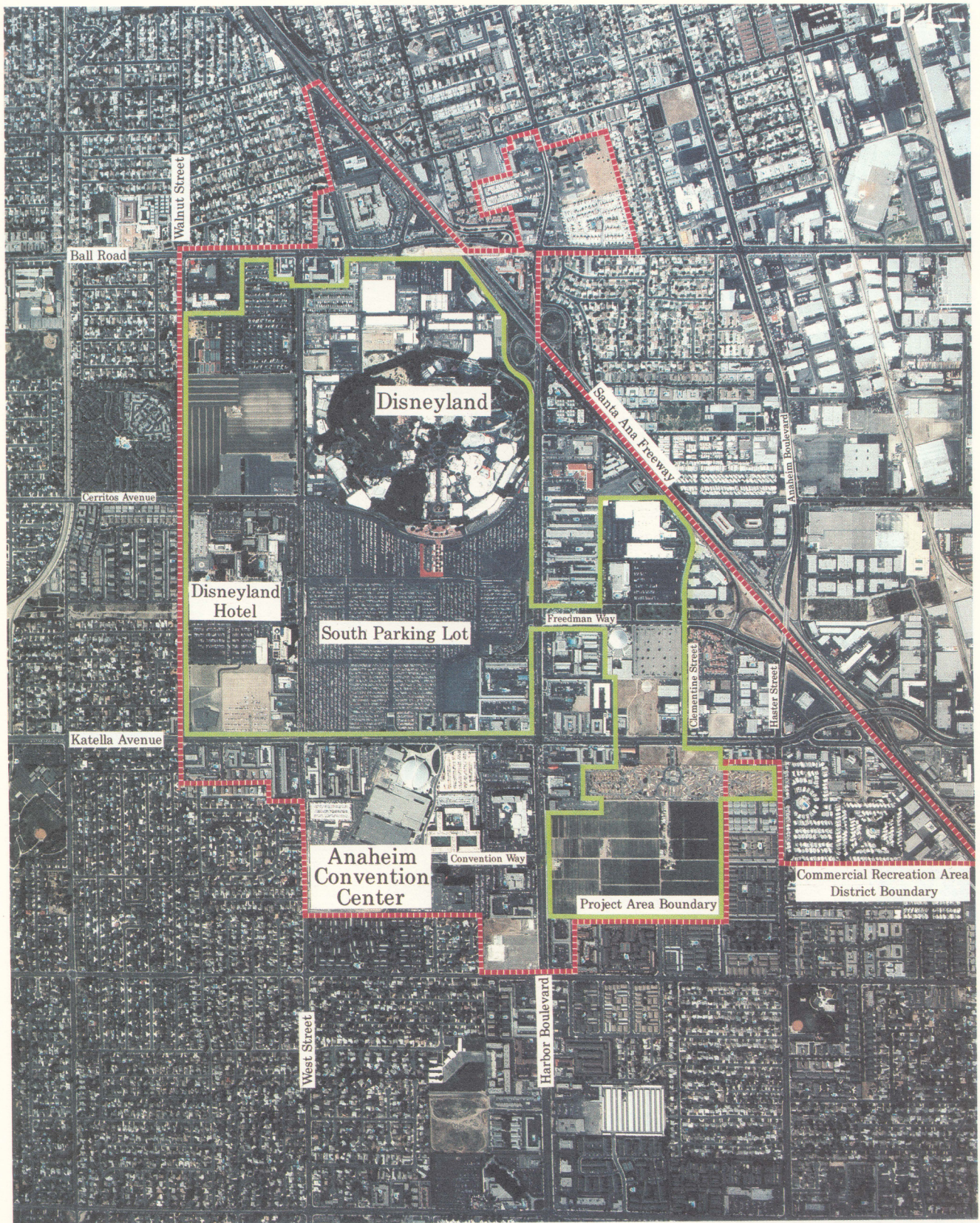
At the local level, the City of Anaheim is in the process of implementing a long-range plan which includes land use regulations, design guidelines, and transportation improvements in the Commercial Recreation Area. A streetscape program is underway for major city thoroughfares, and intersection widening and street improvements are planned. It is anticipated that all these initiatives will be integrated into a comprehensive specific plan for the area. Such a plan will improve the overall image of Anaheim as a resort destination, and ensure adequate infrastructure to support development into the next century.

At the regional level, state and county transportation officials are planning to widen the Santa Ana Freeway (I-5) and improve many of the on and off ramps in the area. As well, due to its recognition as a geographic and activity center of Orange County, Anaheim has become the focus of attention for alternative methods of transportation such as the Las Vegas High Speed Train, the Orange County Monorail, and the Anaheim People Mover System.

The momentum established by these on-going planning initiatives was an important consideration in the development of the Preliminary Master Plan for The Disneyland Resort.



Figure 4
The Comerical Recreation Area (Aerial Photo) -- The Commercial Recreation Area as it looks today.



Early in the planning process, a number of development principles were established to guide the design of The Preliminary Master Plan. These principles guided the integration of the theme parks, resort hotels, retail and dining facilities, and public spaces into a comprehensive plan for The Disneyland Resort. These include:

Project Unity. All elements of The Disneyland Resort, both old and new, should be experienced by guests as one interconnected project. Compatibility of landscape, signage and lighting, together with other means of developing a consistent image, are highly desirable. Retail should also be used to connect the various elements of the plan into a cohesive whole. Overall land use components are described in Figure 5.

Integration with Commercial Recreation Area. The "unity of place" established in The Disneyland Resort plan should extend throughout the entire Commercial Recreation Area.

A Dramatic Entry Sequence. Gateways to the project should create a sense of anticipation and announce one's arrival at a special place.

Parking on the Perimeter. Parking should be on the edges of the development and directly accessible from the freeway, in order to minimize traffic on local streets and intersections.

Transportation Linkages. Underscoring the idea of one place, The Disneyland Resort should include a variety of transportation linkages which allow guests to move easily among all project components.

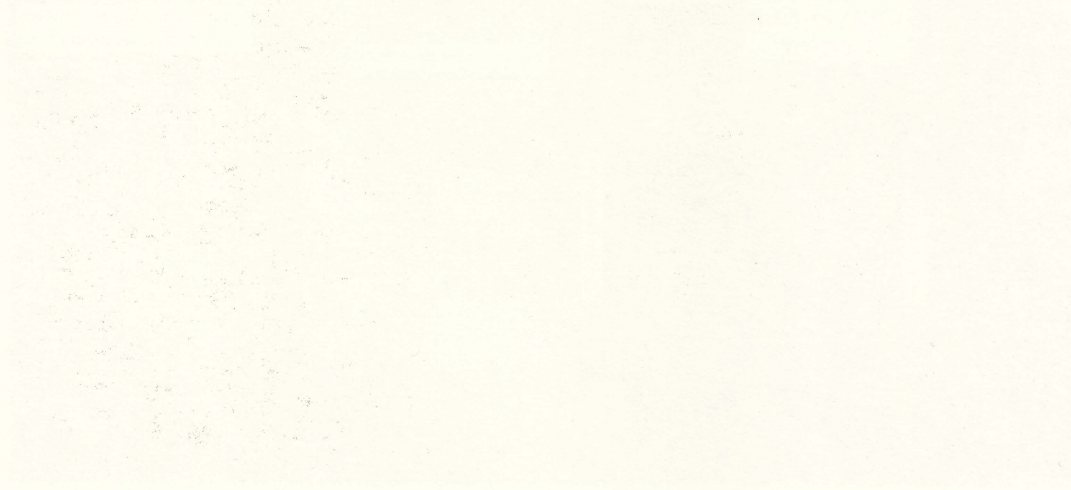
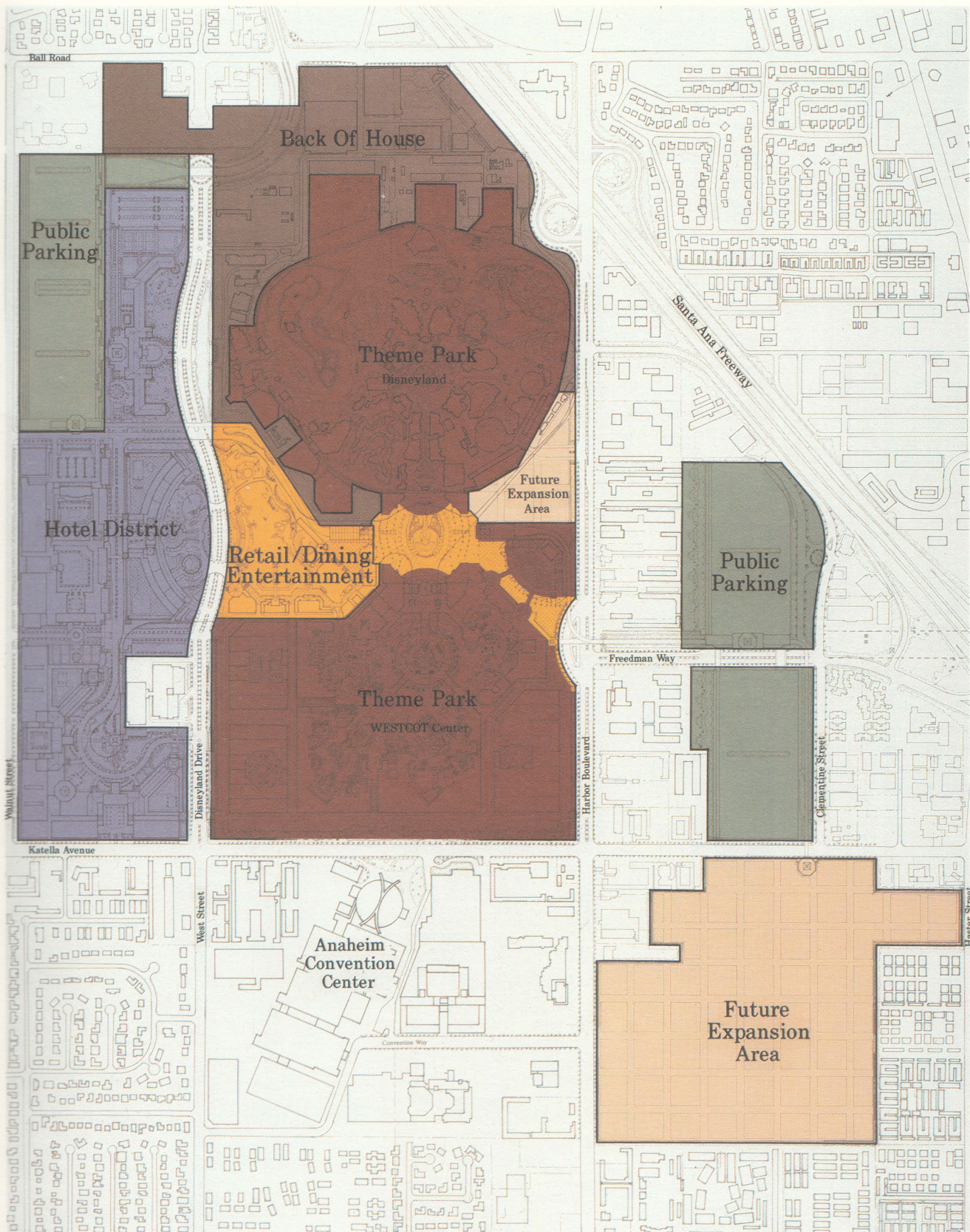


Figure 5
Land Use Components --
The Disneyland Resort Preliminary Master Plan contains six major land use components: Theme Parks, Back of House support facilities, Hotels, Retail/Entertainment, Public Parking, and areas reserved for Future Expansion.



Pedestrian Orientation. The project should encourage pedestrian activity through both appropriate scale of project components and creation of people-oriented places. An orchestrated sequence of diverse places and events should ensure that walking through the Resort is a delightful series of unfolding experiences (Figure 7). Use of lush landscaping and water features should accentuate the experience (Figure 6).

Diversity of Guest Activities. The plan should provide a multitude of guest activities that collectively provide the opportunity to extend guests' length of stay and enhance Anaheim's reputation as a vacation destination.

Figure 6
Open Space --
Incorporating lush landscaping, pedestrian promenades, public plazas, and numerous water features, The Disneyland Resort features extensive open spaces to tie together all components of the plan.

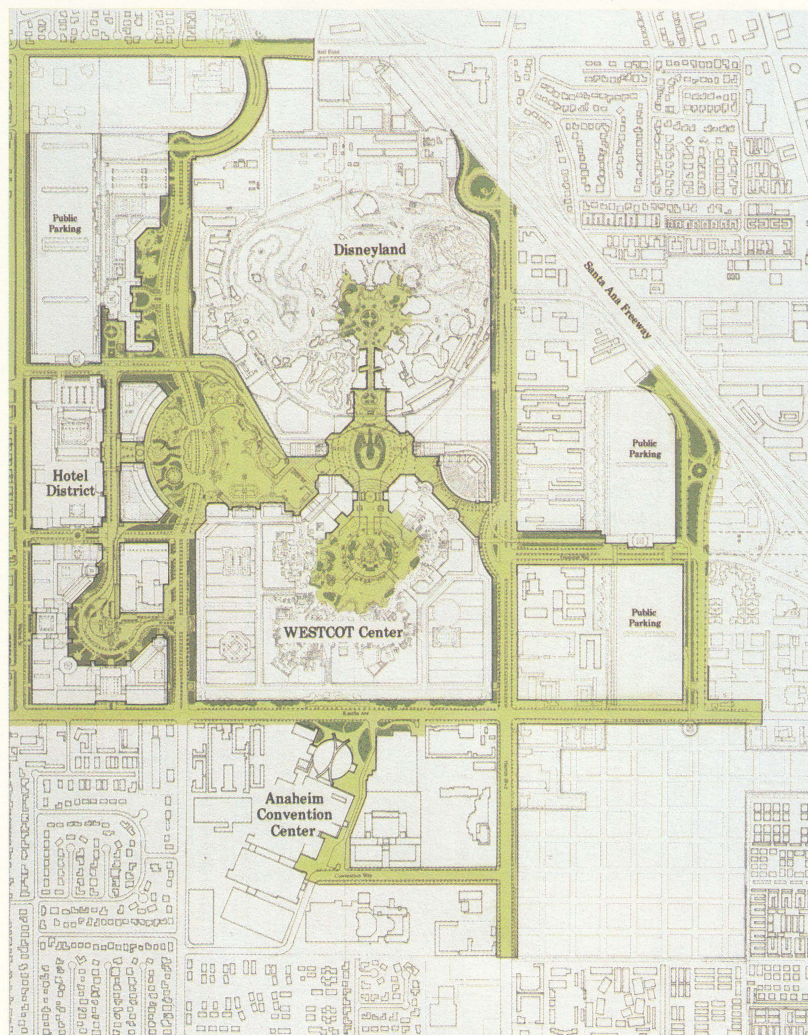
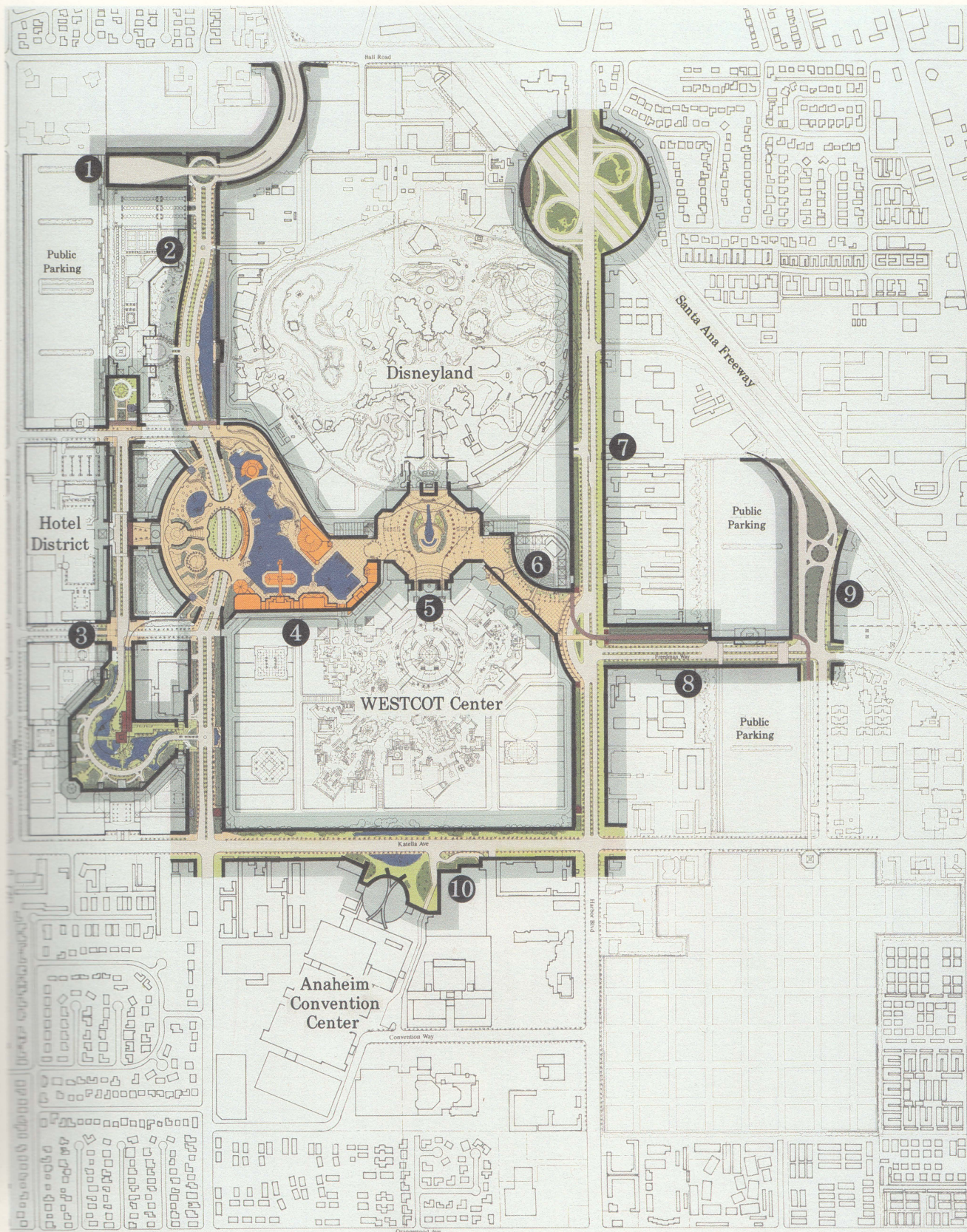


Figure 7
Places -- An orchestrated sequence of diverse places and events will ensure that walking through the Resort is a delightful series of unfolding experiences:

- 1 Disneyland Drive Gateway
- 2 Disneyland Drive
- 3 Buena Vista Way
- 4 Disneyland Center
- 5 Disneyland Plaza
- 6 Disneyland Bowl
- 7 Harbor Boulevard
- 8 Freedman Way Promenade
- 9 Freedman Way Gateway
- 10 Convention Center Plaza



Disneyland, the "Happiest Place on Earth," promises to continue its 35-year tradition of family fun, relaxation and fantasy. Perhaps Walt Disney expressed it best when he said,

"Disneyland will never be completed. It will continue to grow as long as there is imagination left in the world."

With Walt's charge as inspiration, Disneyland has announced a program for the "Disney Decade," a master-planned expansion of the park for the 1990's. The plan calls for a number of new attractions as well as other improvements to the park, including a whole new land celebrating the 65th birthday of Mickey Mouse; a brand new Tomorrowland with attractions,

shows and landscape themed to the year 2055, 100 years after Disneyland's opening; and a new attraction, produced in collaboration with George Lucas, dubbed "The Indiana Jones Adventure Spectacular."

Overall, Disneyland greets the coming century as fresh and "new" as the day it opened, serving as the historical focal point of The Disneyland Resort.



Figure 8
Disneyland at Night -- "The Happiest Place on Earth" will continue its 35-year tradition of family fun, relaxation and fantasy.



The all new WESTCOT Center adds a fresh dimension to the fantasy and fun of Disneyland. Inspired by Walt Disney's vision of EPCOT -- the Experimental Prototype Community of Tomorrow -- WESTCOT Center will explore global values and interrelationships -- the "Global Village."

While the theme park is currently in the early stages of development, some of the concepts under consideration are briefly described below. An artist's conception of WESTCOT Center is shown in Figure 9.

The thematic and visual focal point of WESTCOT Center is Spacestation Earth, a giant golden sphere located on a lush green island at the center of the park. Guests will ascend into Spacestation Earth to enjoy a unique ride experience that challenges them to dream the future.

Surrounding Spacestation Earth is World Showcase, where guests of all ages will find adventures in every corner of the earth. In the Old World, Europe's culture is celebrated with high-tech shows and old-fashioned rides. The New World pulses with the energy and music of North, South and Central America. In the World of Asia,



Figure 9
WESTCOT Center --
Spacestation Earth, a giant golden sphere, is the focal point of WESTCOT Center, shown here in the evening ablaze with light.

guests enjoy rides and shows themed around the exotic Far East and Pacific Rim. Attractions take on an adventurous feel in the World of Africa. Guests will travel from one corner of the “globe” to another via the World Train, an exciting ride that offers a tour of the evolution of world civilizations, from ancient empires to the present day.

Beneath Spacestation Earth is Ventureport, a futuristic gateway where nature and man-made elements come together in a central transportation hub bustling with the excitement of travel. From Ventureport, guests will journey to and from the Wonders of WESTCOT, three large-scale adventure pavilions with rides and attractions that address broad, universally appealing themes. At The Wonders of Living, they will discover the incredible human mind and body in a lighthearted atmosphere. Plunging

into a hyper-real natural environment, guests at the Wonders of Earth will explore the power and complexity of nature and man’s place within it. Guests will journey through the marvels of the cosmos at The Wonders of Space. An artist’s conception of the Ventureport hub is shown in Figure 10.

Disney’s WESTCOT Center celebrates not only the diversity of the many cultures of the world, but the common concerns that bind us into one global family: our humanity, our history, our planet, our universe. The vast horizons of the earth and the boundless reaches of the stars beyond will become the canvas upon which we will paint the portrait of tomorrow.

Figure 10
Ventureport at
Spacestation Earth --
Beneath Spacestation Earth is Ventureport, a futuristic gateway from which guests embark on magical journeys to the Wonders of WESTCOT themed pavillions.



The Resort Hotel District

To the west of the theme parks and the gently curving, tree-lined Disneyland Drive is a Resort Hotel District that is quintessentially Southern Californian (Figure 11). A renovated and reconfigured Disneyland Hotel and three new themed hotels, organized around a new internal street — Buena Vista Way — will accommodate visitors in atmospheres celebrating California's most famous landmarks.

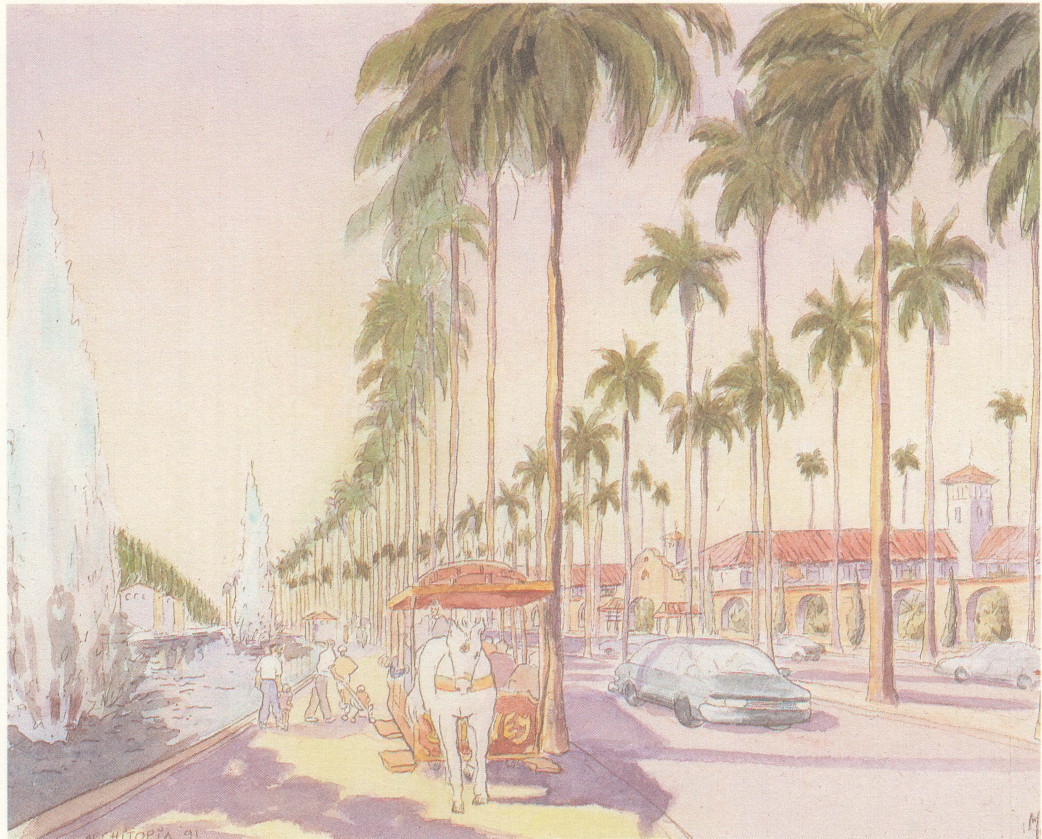
park and facing The Resort Plaza, The New Disneyland Resort Hotel evokes the splendor of The Hotel del Coronado in San Diego, with a touch of urban sophistication.

The existing **Disneyland Hotel**, currently under extensive renovation, will be reconfigured to front on Buena Vista Way. A new 300-room tower will be added.

The showpiece of the Resort Hotel District is **The New Disneyland Resort Hotel**, a 800-room luxury hotel at the focal point of Disneyland Drive (Figure 12). Overlooking both theme

Figure 11

Disneyland Drive --
West Street, between Ball Road and Katella Avenue, becomes Disneyland Drive, the main street of the Resort, a gently curving, tree-lined boulevard, shown here looking south past the Magic Kingdom Hotel.



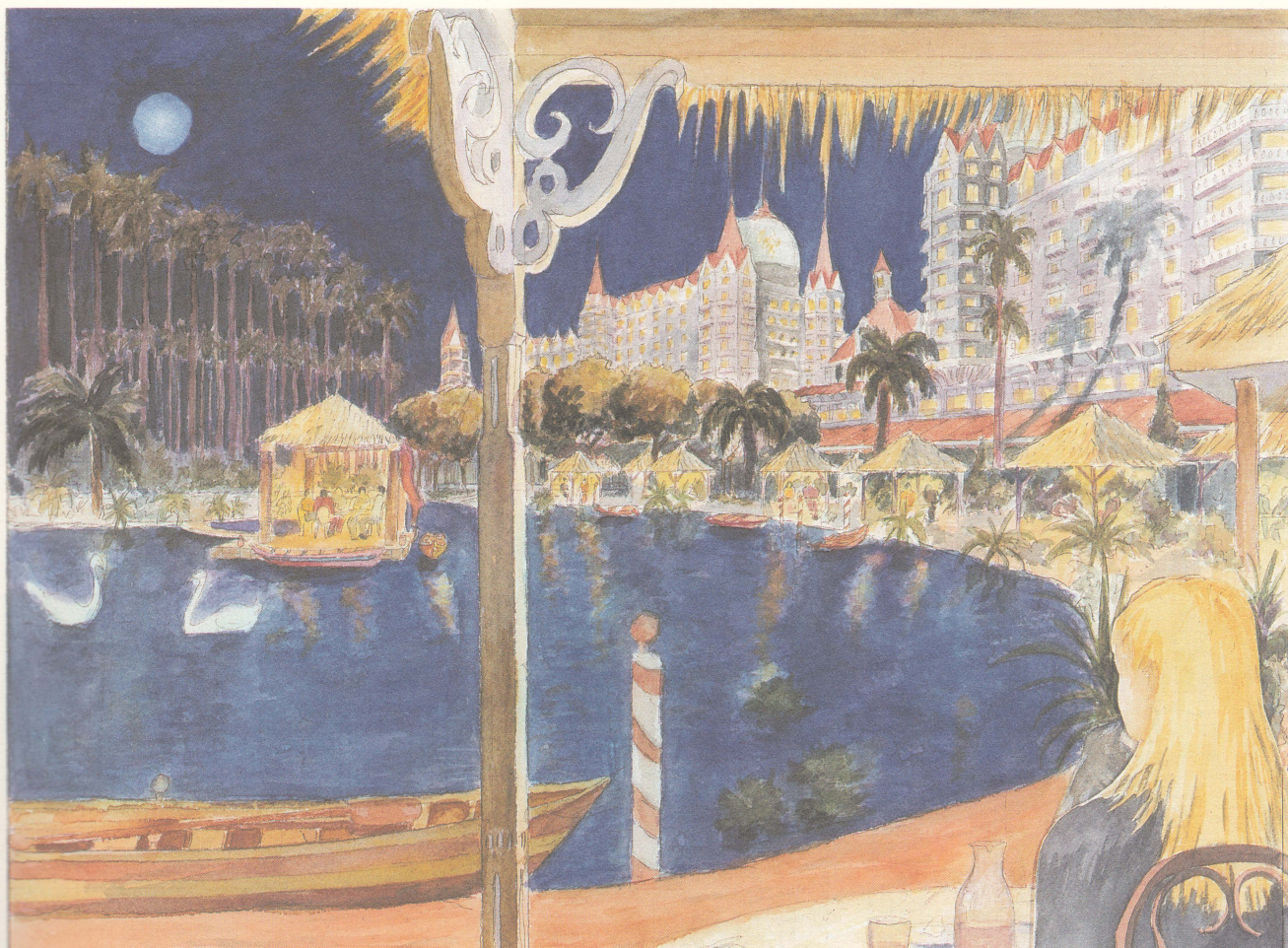


Figure 12
The New Disneyland
Resort Hotel -- At the
 focal point of Disneyland
 Drive, this new luxury
 hotel evokes the splendor
 of the Hotel del Coronado,
 with a touch of urban
 sophistication.

North of The Disneyland Hotel, fronting on Disneyland Drive, will be **The Magic Kingdom Hotel**, a 960-room low-rise hotel reflecting the historic Spanish grandeur of the Santa Barbara Mission (Figure 13).

Figure 13
The Magic Kingdom Hotel --
Reflecting the historic Spanish grandeur of the Santa Barbara Mission, the Magic Kingdom Hotel is distinguished by lush landscaping and shaded water features.

South of the Disneyland Hotel, at the southern end of Buena Vista Way, the 1800-room **WESTCOT Lake Resort** will encircle a broad water feature lined by tall palm trees and spanned by pedestrian bridges connecting the

hotel to a themed monorail station at the water's edge (Figure 14). This mid-rise resort hotel evokes the expanse of the Gardens of Hotel Green in Pasadena and the ambiance of the Beverly Hills Hotel.

The entire district will be distinguished by lush landscaping, thriving gardens and soothing greenscapes. Complementing the many pedestrian thoroughfares, a reconfigured monorail and elevated people movers will transport hotel guests throughout The Disneyland Resort.





Figure 14
The WESTCOT Lake Resort --
 At the southern end of Buena Vista Way, The WESTCOT Lake Resort encircles a broad water feature lined by tall palm trees.

The Public Esplanade

Linking Disneyland, WESTCOT Center, and the Resort Hotel District is a series of public places collectively called the Public Esplanade (Figures 15 and 16).

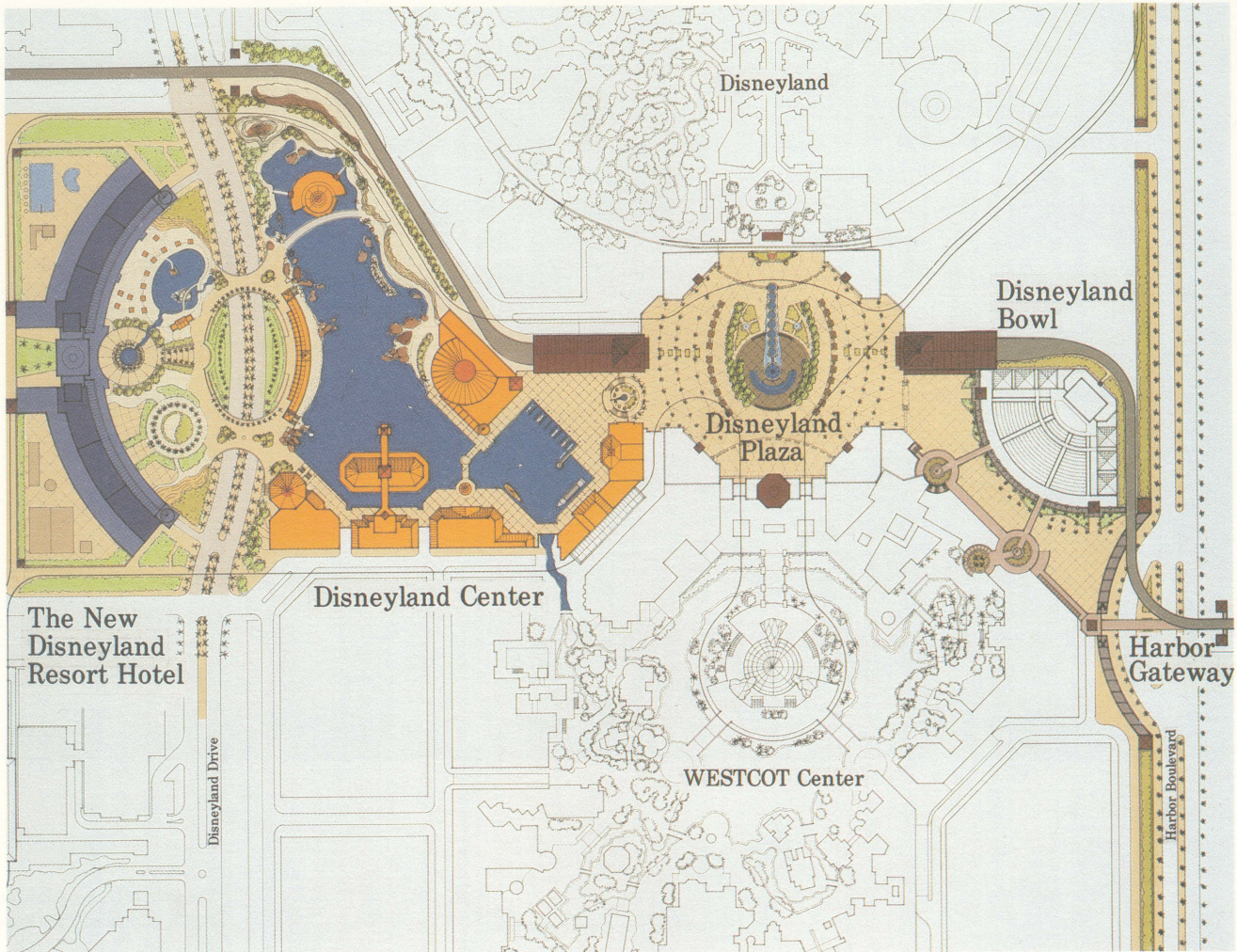
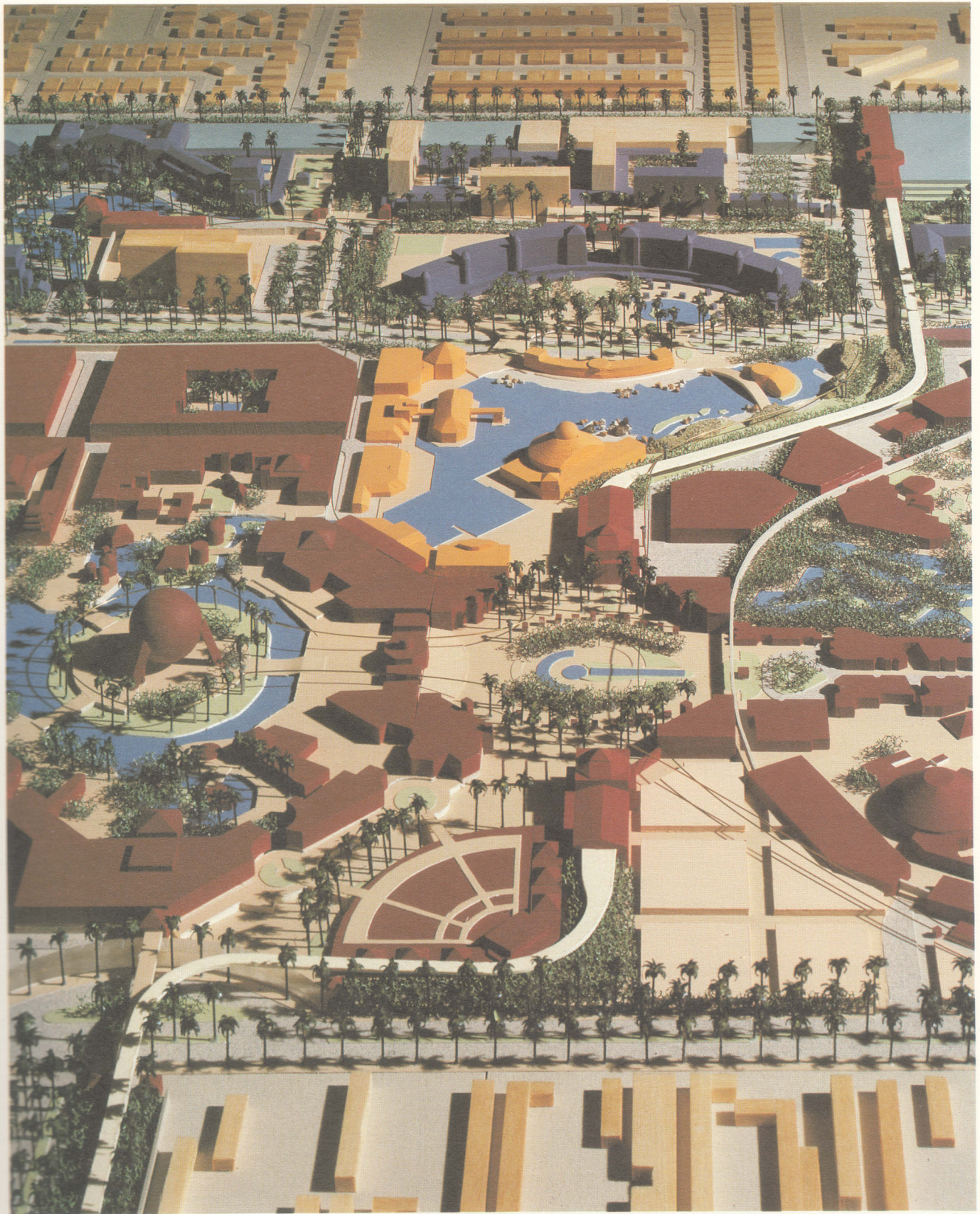


Figure 15
Public Esplanade Site Plan --
Linking Disneyland,
WESTCOT Center and the
Resort Hotel District is a
series of public spaces
collectively called the
Public Esplanade.

Figure 16
Public Esplanade (Model
Photo) -- Stretching from
Harbor Boulevard to
Disneyland Drive, the
Public Esplanade encom-
passes Disneyland Bowl,
Disneyland Plaza, and the
Disneyland Center.



Between the Resort Hotel District and Disneyland Plaza is **Disneyland Center**, a diverse collection of retail, dining and entertainment facilities for resort guests and area residents (Figures 17 through 20). Located around a six-acre lake, Disneyland Center recalls traditional California waterfronts: the Palisades, Catalina Casino, Venice Boardwalk and Coronado Island. Intimate dinner theaters, lakefront cafes, paddleboats, open plazas, shaded cabanas and pedestrian walkways offer a diversity of leisure opportunities.

Figure 17
Disneyland Center Site Plan -- Situated just outside the gates of the two theme parks, Disneyland Center is a place for shopping, dining, browsing and strolling.

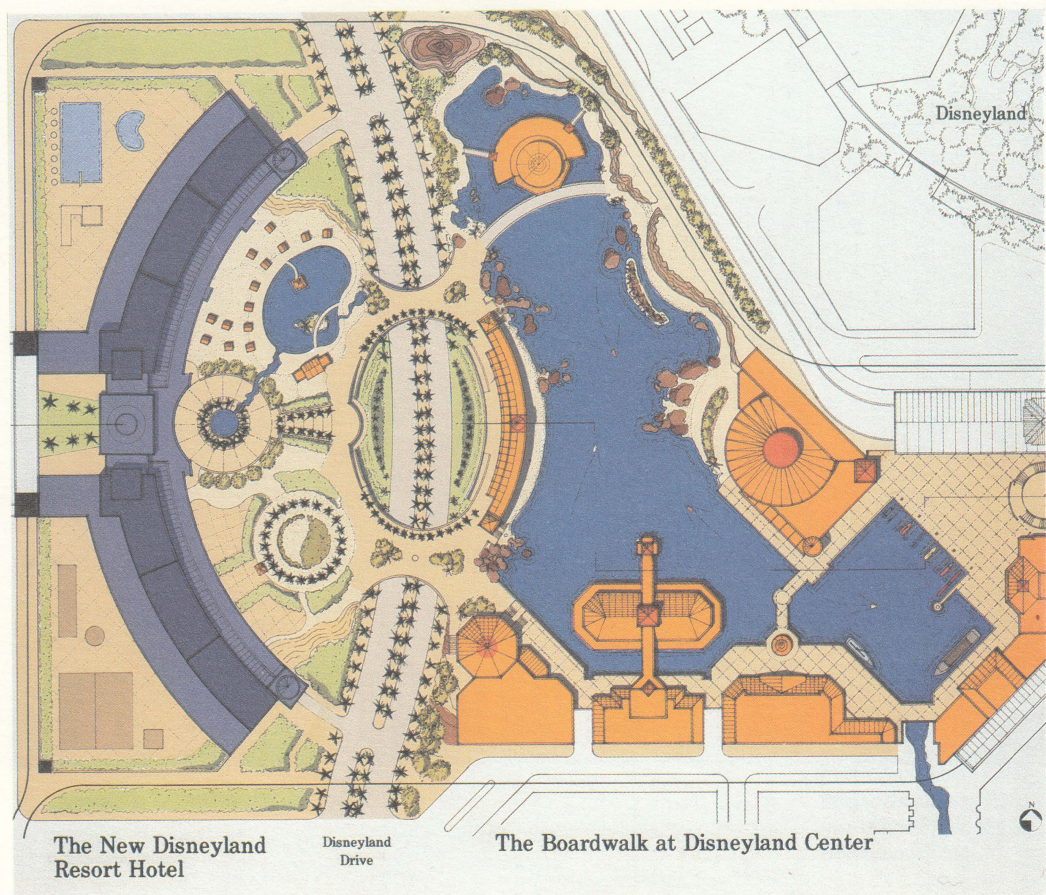


Figure 18
Disneyland Center (Model Photo) -- A view of Disneyland Center looking west toward the New Disneyland Resort Hotel.



Figure 19
The Boardwalk at Disneyland Center -- Located around an expansive lake, the Boardwalk at Disneyland Center provides a diverse collection of retail, dining and entertainment facilities for guests and area residents alike.



At the hub of The Disneyland Resort is **Disneyland Plaza**, where the monorail and elevated people movers from the two public parking garages will drop off guests at the entrances to both Disneyland and WESTCOT Center. Seven acres in size, Disneyland Plaza is destined to become one of the world's great urban spaces, bustling with retail and pedestrian activity and distinguished by extensive landscaping and spectacular fountains (Figures 21 and 22).

Between Disneyland Plaza and Harbor Boulevard is **Disneyland Bowl**. Accessible from either park, this 5,000 seat amphitheater is designed to accommodate a wide spectrum of live entertainment activities. Along the edge of the theater, a wide pedestrian esplanade connects Disneyland Plaza to Harbor Gateway, the eastern entrance to The Disneyland Resort.

Figure 20
The Lake at Disneyland Center -- A six-acre lake accentuates the California ambiance of Disneyland Center.



Figure 21
Disneyland Plaza Site Plan --
 As the pedestrian and transportation hub of The Disneyland Resort, Disneyland Plaza is distinguished by extensive landscaping and spectacular fountains.

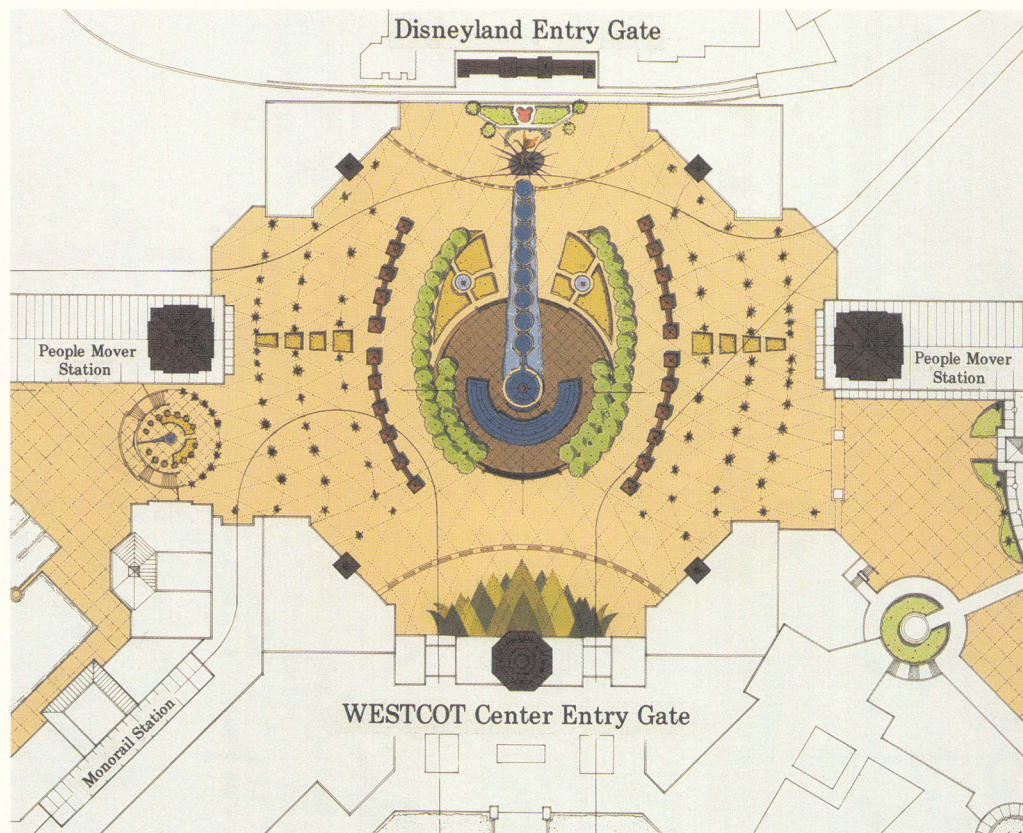
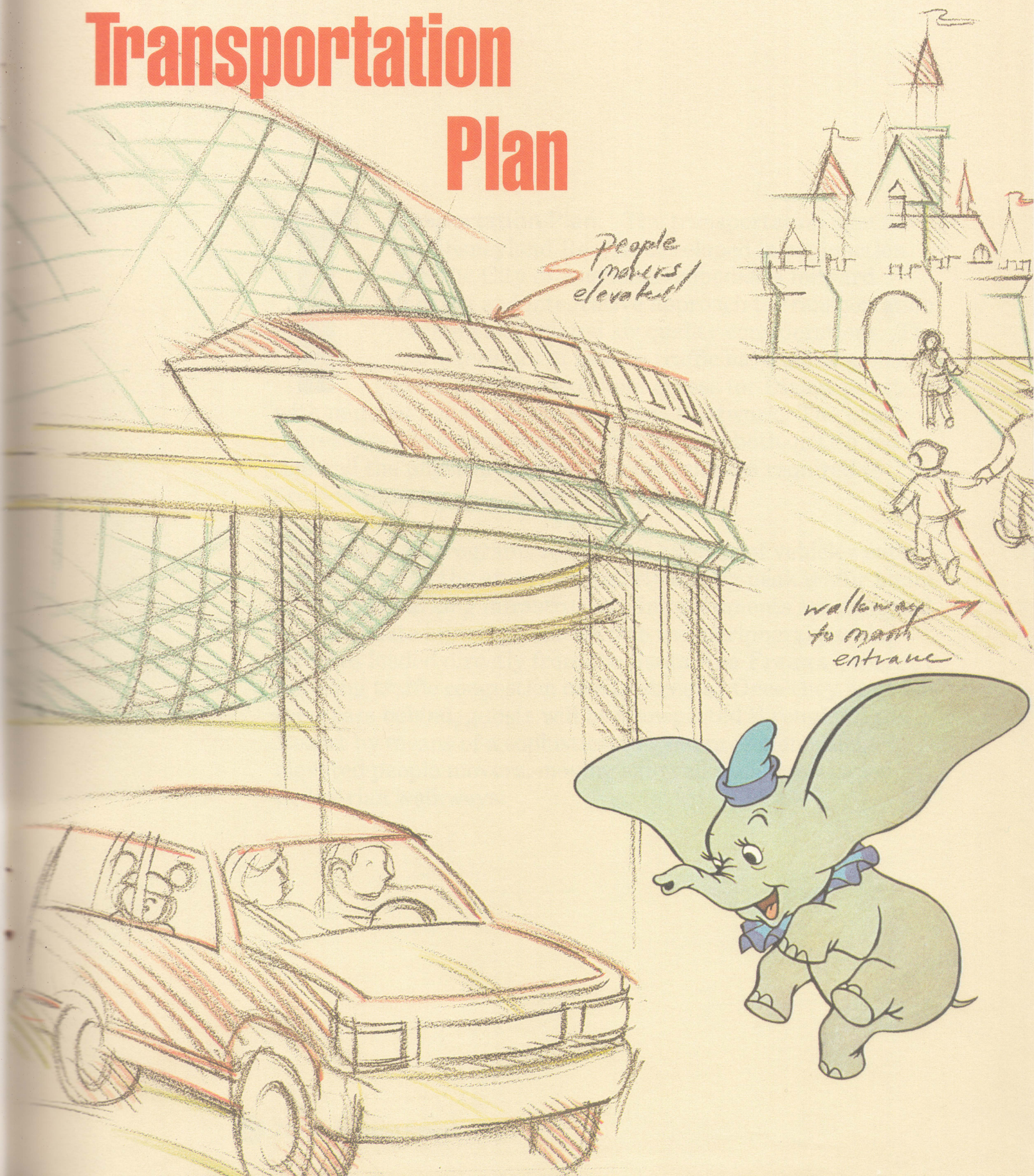
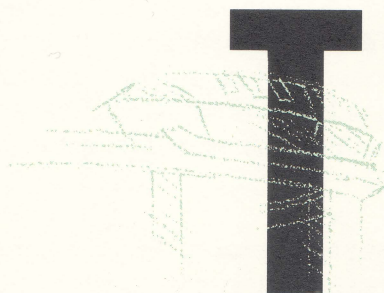


Figure 22
Disneyland Plaza --
 Bustling with retail and pedestrian activity, Disneyland Plaza becomes a festive public square linking Disneyland and WESTCOT Center at the heart of the Disneyland Resort.



Transportation Plan





T**ransportation Plan.** The transportation plan for The Disneyland Resort, developed in conjunction with the City of Anaheim, embodies a forward thinking and integrative approach to transportation planning and related air quality considerations. The characteristics of Disney traffic have led to a plan which provides excellent access for Disney guests with minimal impact on the local street network. The plan represents a balanced solution that focuses both on trip reduction and the physical system of improvements required to provide superior access and circulation.

Trip reduction programs reduce the number of vehicles entering and leaving the area, particularly during peak traffic hours. Traffic and parking infrastructure improvements are designed to consolidate arriving vehicles into two peripheral parking facilities loaded directly from the Santa Ana Freeway, thereby reducing traffic congestion on city streets. Once they have left their cars behind, guests will be transported throughout the Resort by means of a sophisticated system of monorails, elevated people movers, moving sidewalks and landscaped pedestrian walkways.

Disney Traffic Characteristics

Three principle characteristics of Disney traffic contribute to the success of the transportation plan.

First, nearly two-thirds of Disney traffic arrives via the Santa Ana Freeway (I-5). This traffic can be easily directed to the peripheral parking garages without impacting the local street network (Figure 23).

Second, since the majority of traffic will arrive and leave at off-peak hours, its impact on the local street and freeway systems will be relatively low.

Finally, the average vehicle ridership for Disney guests approaches four per vehicle, providing extremely efficient use of roadway capacity and the opportunity to take advantage of planned High Occupancy Vehicle (HOV) carpool lanes.

Figure 23

Vehicular Circulation --
An integrated transportation system allows motorists to exit the freeway directly into public parking structures without traveling on city streets, thereby reducing traffic congestion.

Improved Transportation Infrastructure

Proposed improvements to the transportation infrastructure system are designed to convey vehicles to and from the theme park as efficiently as possible, bypassing local streets and signalized intersections. This comprehensive, multi-modal system is comprised of four key elements: freeway improvements, local roadway improvements, public parking structures and automated people mover/monorail systems.

Freeway Improvements. Studies show that approximately two-thirds of all vehicles arrive at Disneyland via the I-5 Freeway. Measure M, recently approved by Orange County voters, will provide funds to widen the freeway, construct carpool lanes and improve local on and off ramps. Specific ramps to be improved include Ball Road/West Street and Freedman Way/Katella Avenue. In addition a new ramp is planned at Pacifico Avenue.

High occupancy vehicle lanes are particularly important to the new transportation scheme. Disney is recommending dedicated HOV off-ramps at West Street and Freedman Way. Not only will this greatly improve safety by eliminating weaving across freeway lanes, it will also reduce I-5 traffic congestion. Informational marketing campaigns and freeway signage will encourage usage of carpool lanes by area guests.

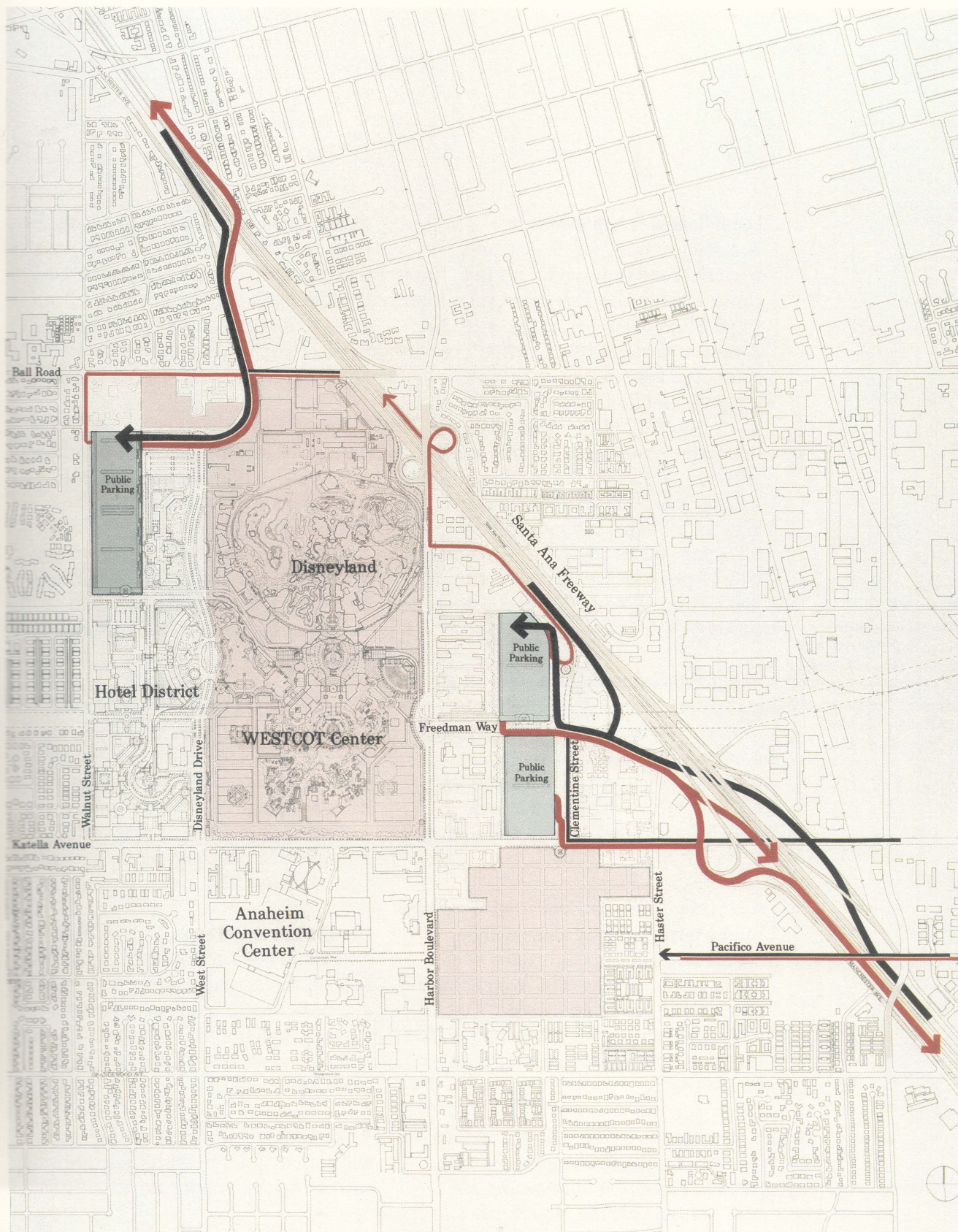


Figure 24

Internal Circulation --

A sophisticated system of moving sidewalks, elevated people movers and an expanded monorail system will transport guests throughout the Resort.

Local Roadway Improvements.

A number of proposed local and regional road improvements are considered in the Transportation Plan. In addition to such initiatives as the Anaheim Critical Intersection Program, the Katella Super Street Project, and the West Street Realignment, the City is also evaluating innovative proposals for new mass transit systems, including the Las Vegas Super Speed Train and the Anaheim People Mover. With these programs underway, the City will be able to provide the infrastructure to support development into the next century.

Public Parking Structures. Working closely with the City of Anaheim, Disney has developed an integrated design for providing *direct* access from the freeway into new public parking facilities located at the periphery of the Commercial Recreation Area.

- *Public Parking Facilities.* Two new public parking structures will be constructed at opposite sides of the Commercial Recreation Area adjacent to separate I-5 interchanges. One is oriented to receive southbound traffic, the other oriented to receive northbound traffic.

- *Improved Access.* Distances from freeway ramps to the garage structures have been minimized by the siting of the parking structures and the design of the interchanges. In addition, bottlenecks have been elimi-

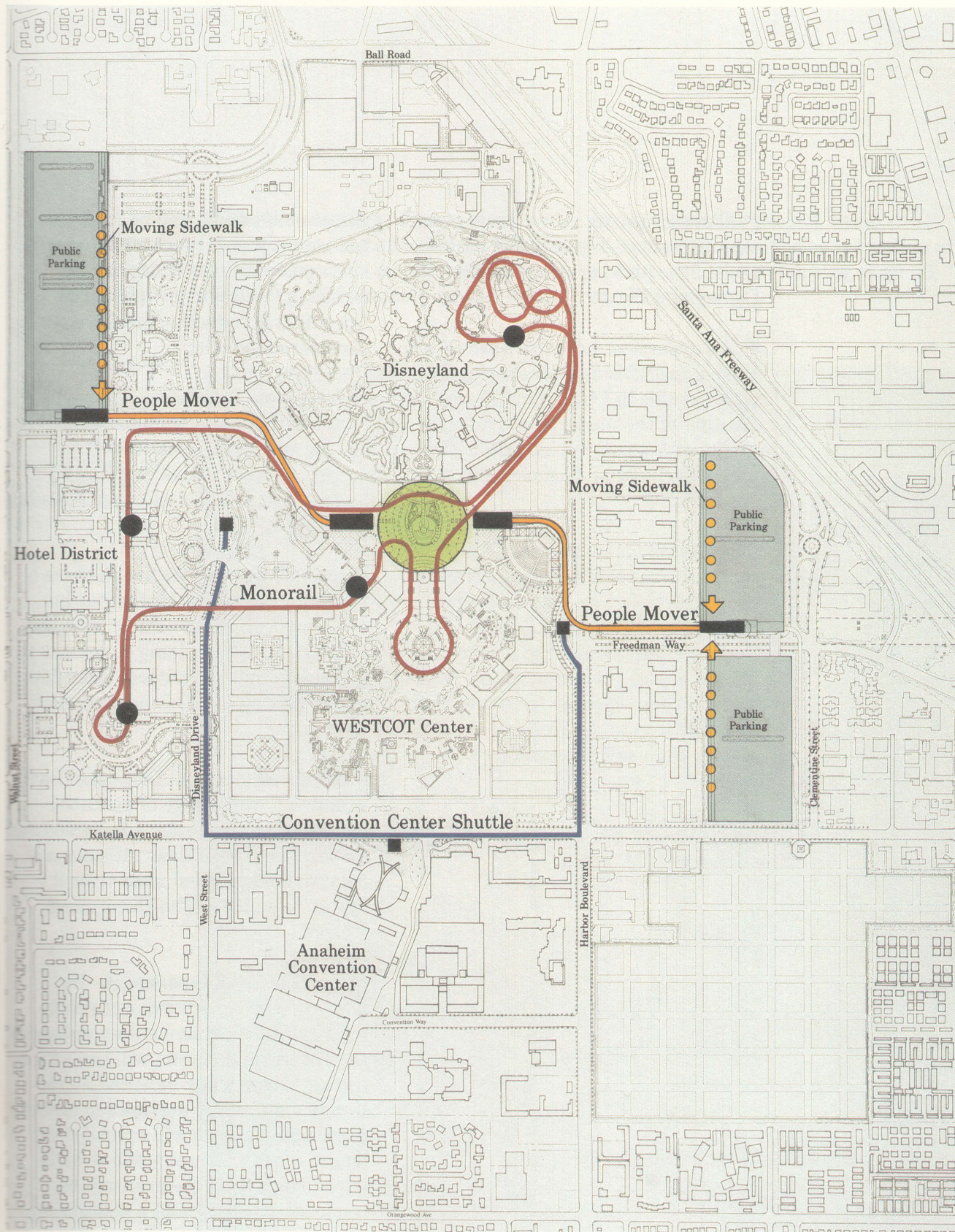
nated through the use of grade separations (bridges and underpasses) at key intersections. Finally, access roads leading up to the garages have been sized to accommodate traffic at peak hours, thereby eliminating back-ups onto city streets and freeway ramps.

- *Speed Parking.* Direct ramps to individual levels of the two parking structures will minimize vertical circulation within the garages and accommodate Disneyland's "speed parking" operation. The system will not only eliminate back-ups, but also minimize automobile idling time, resulting in significantly reduced air emissions.

- *Other Significant Design Features.* To enhance the guest experience and further mitigate vehicle air emissions, other features of the parking garage design include increased lighting and floor-to-ceiling heights, natural lightwells throughout, and the separation of pedestrian and vehicular traffic.

People Mover Systems. In addition to an extensive network of landscaped pedestrian thoroughfares, three separate electrically powered conveyance systems will move Disneyland guests and cast around the Disneyland Resort (Figure 24).

- *Moving sidewalks* at each garage will convey guests from their parking location to the people mover station.



- *Elevated people mover systems* will rapidly transport guests and cast from each of the parking structures to Disneyland Plaza.
- *An expanded monorail system* will move guests from the Disneyland resort hotels to Disneyland Plaza. Routing of the monorail provides riders with a preview of each of the theme parks prior to arriving at their destinations.

Other Transit Improvements. Disney will continue to evaluate regional transit proposals including the Las Vegas Super Speed Train, the Orange County Monorail and the Anaheim People Mover. If and when the feasibility of these systems is established, modifications to the Preliminary Master Plan will be considered.

A concerted effort will be made to reduce project-related traffic congestion and vehicle air emissions by reducing vehicle trips in the area. Specific trip reduction measures being considered include:

Flexible Work Scheduling. Disneyland is currently studying opportunities to reduce employee-generated trips occurring during peak commuting hours through a flexible work schedule program.

Carpools/Vanpools. Although there is limited opportunity for further improvement in guest vehicle ridership, Disneyland is examining programs to increase employee carpool ridership and to promote use of the proposed HOV lanes.

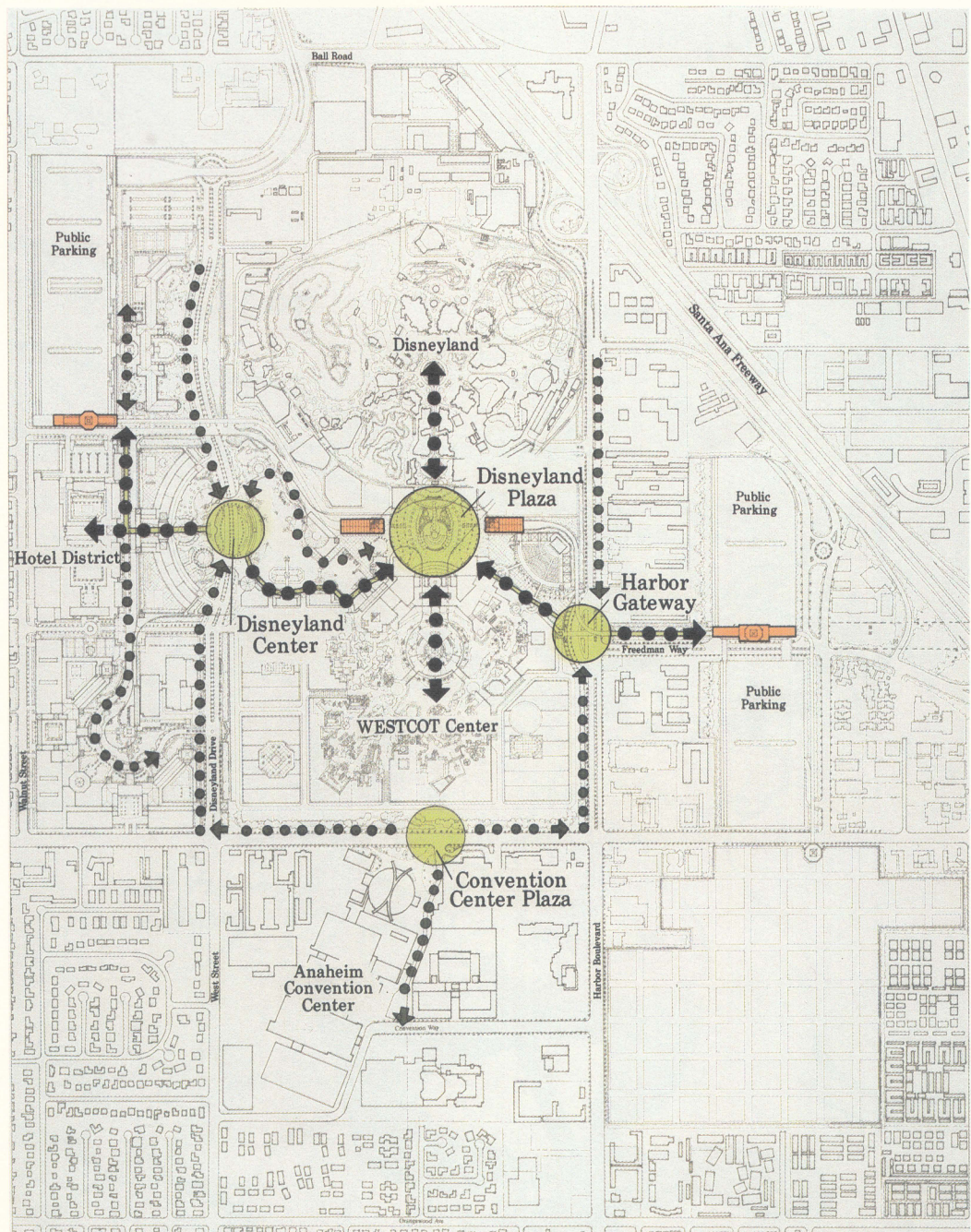
Bus/Transit Ridership. Disneyland will examine a wide range of potential programs to encourage employees and guests to increase their utilization of existing and planned mass transit systems to access The Disneyland Resort.

Diversity of Guest Experiences. By offering a broad diversity of retail, dining and entertainment experiences, the Disneyland Resort will transform the area from a day-oriented attraction to a multi-day destination resort. Since many guests will extend their length of stay, incremental vehicle trips *to and from* the area will be reduced. By designing a pedestrian-oriented master plan (Figure 25) and providing guests with alternative means of internal transportation, vehicle trips *within* the Resort will also be reduced.

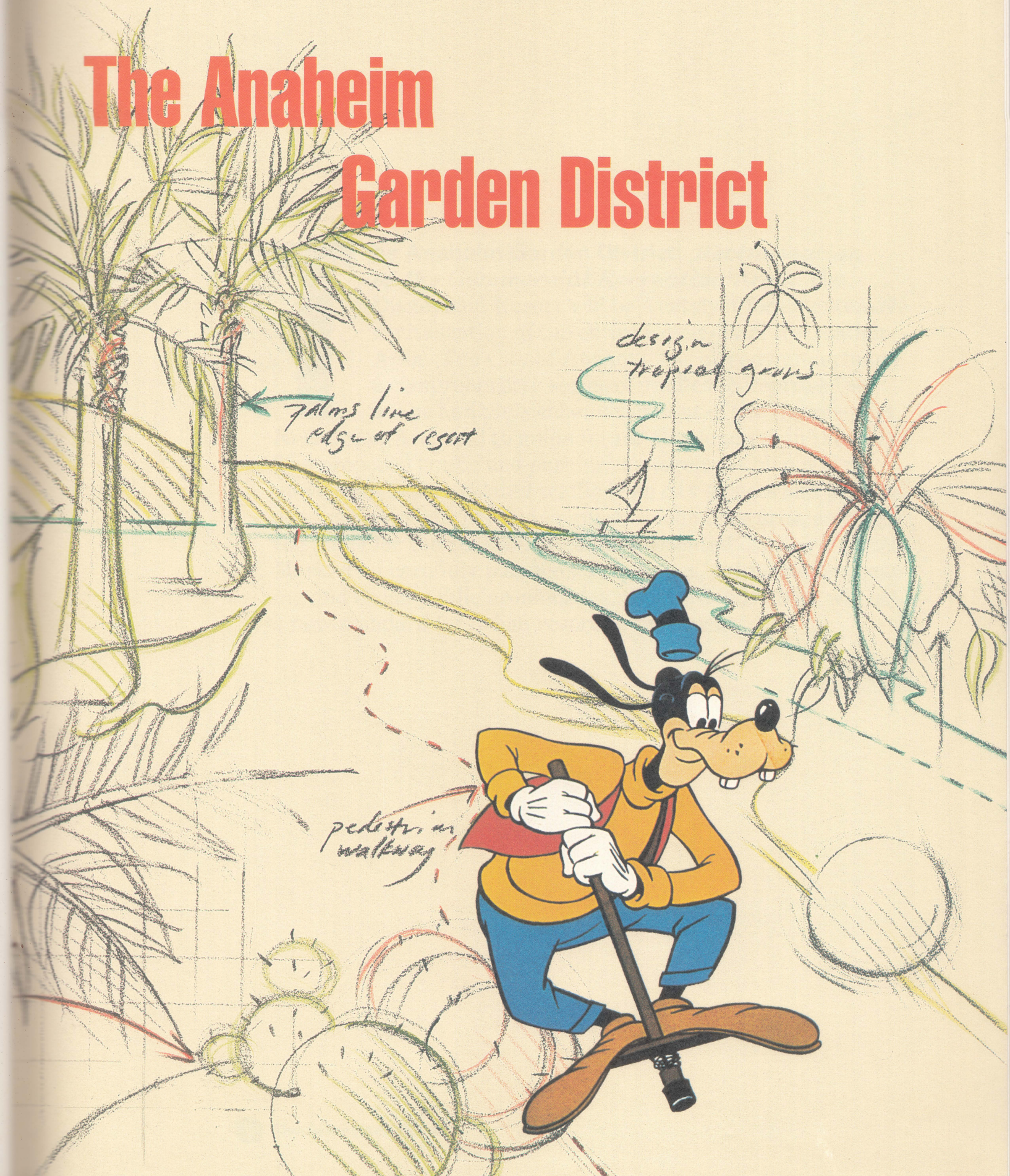
Off-site Warehousing. Disneyland presently receives and stores most of its inventory at an on-site warehousing facility. To eliminate vendor truck

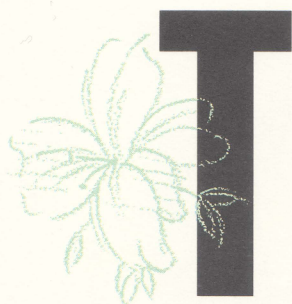
congestion in the project area, Disneyland is considering relocation of a portion of its warehousing to an off-site location.

Figure 25
Pedestrian Circulation --
An inviting network of beautifully landscaped pedestrian walkways and plazas will encourage visitors to stroll throughout the Resort.



The Anaheim Garden District





The Anaheim Garden District: *Revitalization of the Commercial Recreation Area.* The Disneyland Resort will be a catalyst for an extensive revitalization of the entire Commercial Recreation Area. The City of Anaheim has already undertaken a comprehensive series of studies to improve the image and physical environment of the Commercial Recreation Area and to guide future development in the area. The proposed traffic and parking management plan will remove most resort-related traffic from city streets and provide alternative means of moving guests around the area, setting the stage for the creation of a public-oriented Garden District. Marked by carefully planned streetscapes, extensive landscaping and broad public promenades, the Garden District will set a new standard for urban resort development.

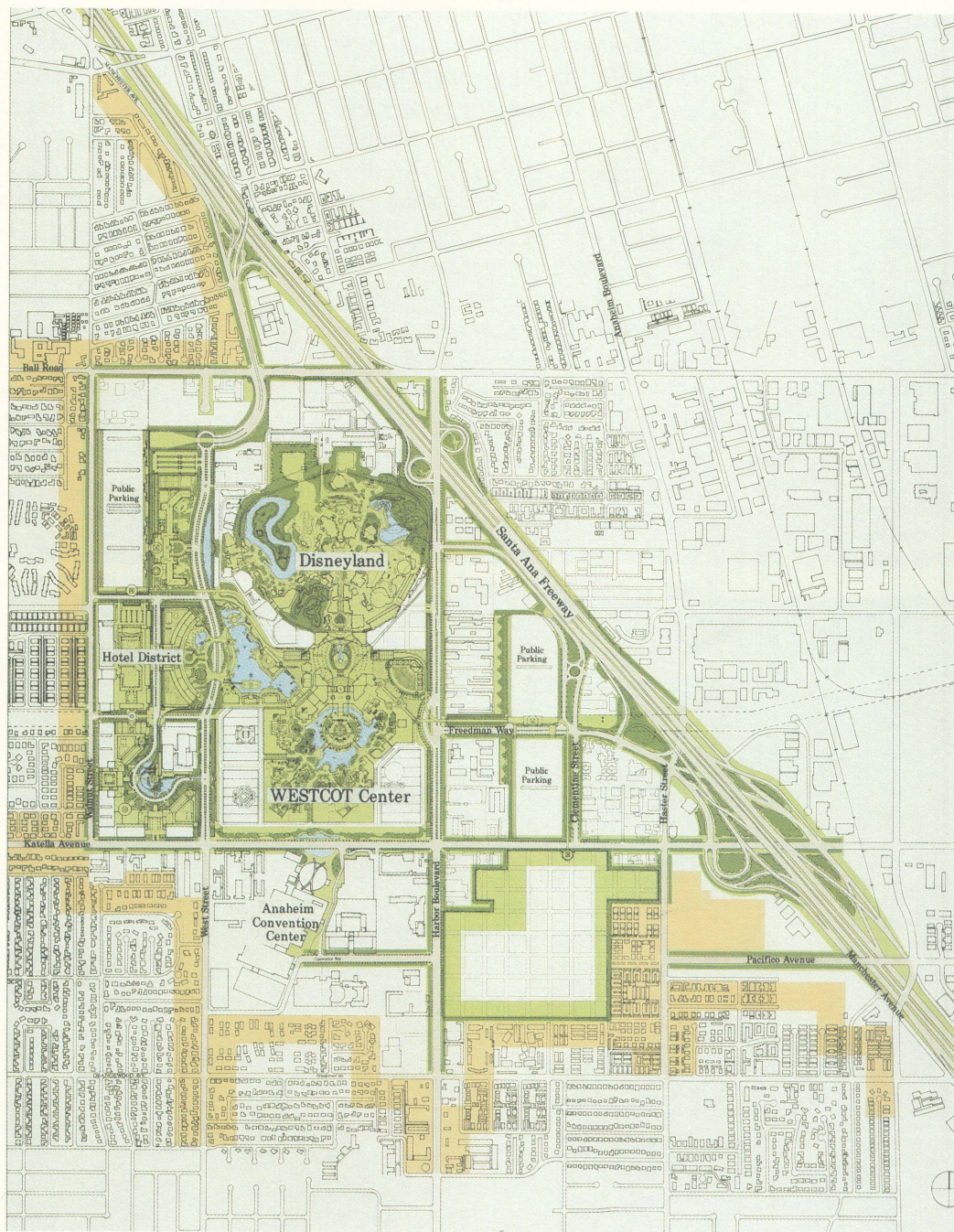
Figure 26

The Existing District --
Today, the Commercial Recreation Area is marked by busy streets, surface parking lots, overhead powerlines and confusing signage.

■ Existing Signs



Figure 27
The Garden District --
 Lush landscaping, a new
 signage program, and
 other thoughtful urban
 design improvements will
 transform the Commercial
 Recreation Area into a
 Garden District, creating
 an enjoyable pedestrian
 experience for guests and
 area residents alike.



The Commercial Recreation Area Specific Plan

Figure 28
Harbor Gateway at Harbor Boulevard (View to the south) -- Bustling with activity and adorned with colorful banners, Harbor Boulevard becomes a festive, tree-lined thoroughfare.

Evidencing a commitment to upgrade the Commercial Recreation Area and provide for its long-range planning, the City of Anaheim has already undertaken a number of planning initiatives, including: (1) land use standards and design guidelines, (2) a streetscape program, and (3) transportation and infrastructure improvements. These three study areas will ultimately be combined into one comprehensive planning document -- a Commercial Recreation Area Specific Plan. With this planning tool as a guide for City decision makers, the Garden District can become a reality for Anaheim (Figures 26 and 27).

Land use standards and design guidelines have been addressed in the City's Image Enhancement Program. These standards and guidelines will provide a mechanism to encourage resort-oriented developments that are compatible with the overall vision for the Commercial Recreation Area.

The streetscape program designates specific initiatives to improve the visual character of the Commercial Recreation Area. Elements include extensive landscape guidelines and requirements, new signage standards to reduce visual blight, upgrading medians and the physical appearance of major intersections, undergrounding utilities, and providing gateways to identify primary entrances into the district. These programs will establish a new visual language for the Commercial Recreation Area.

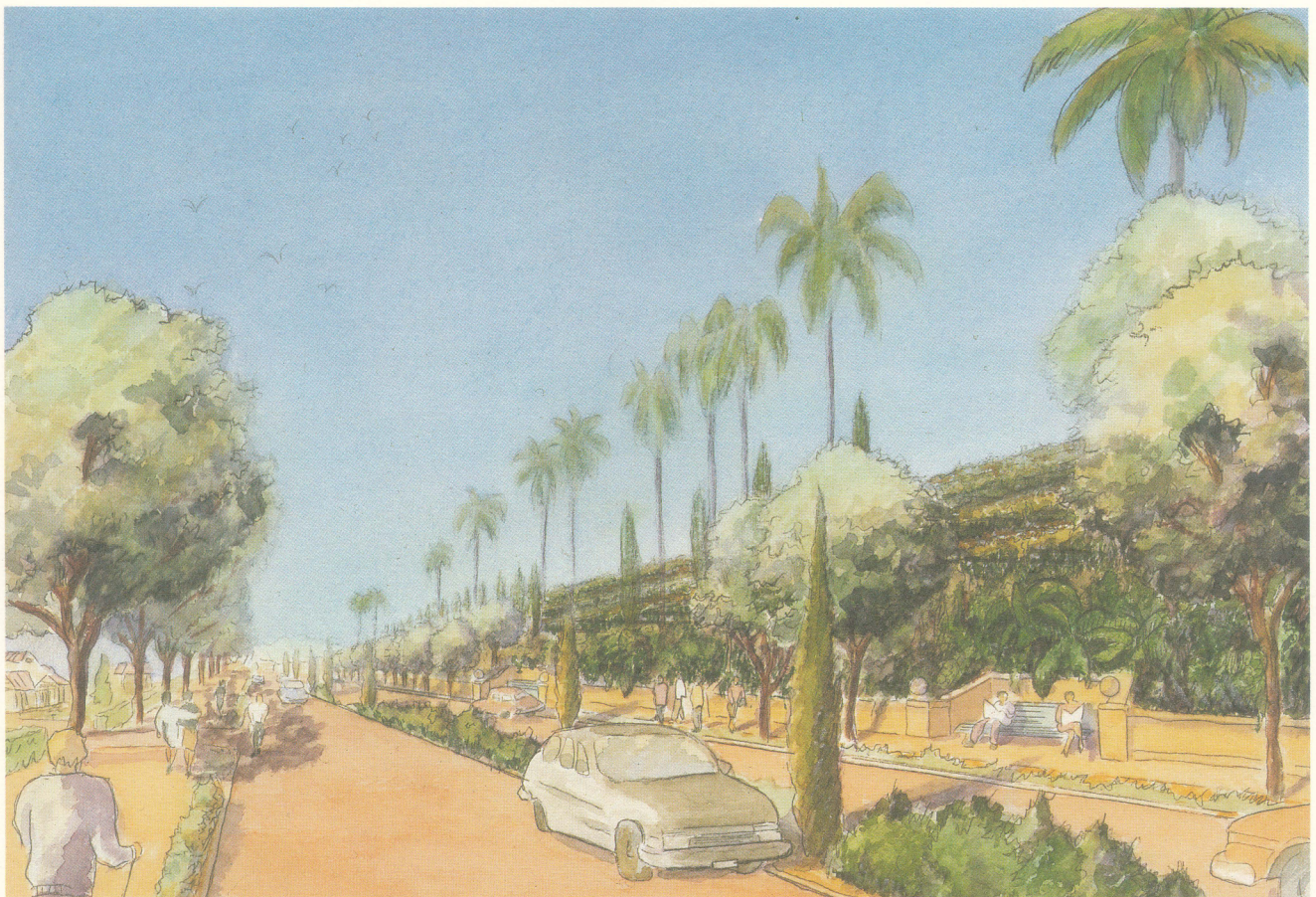
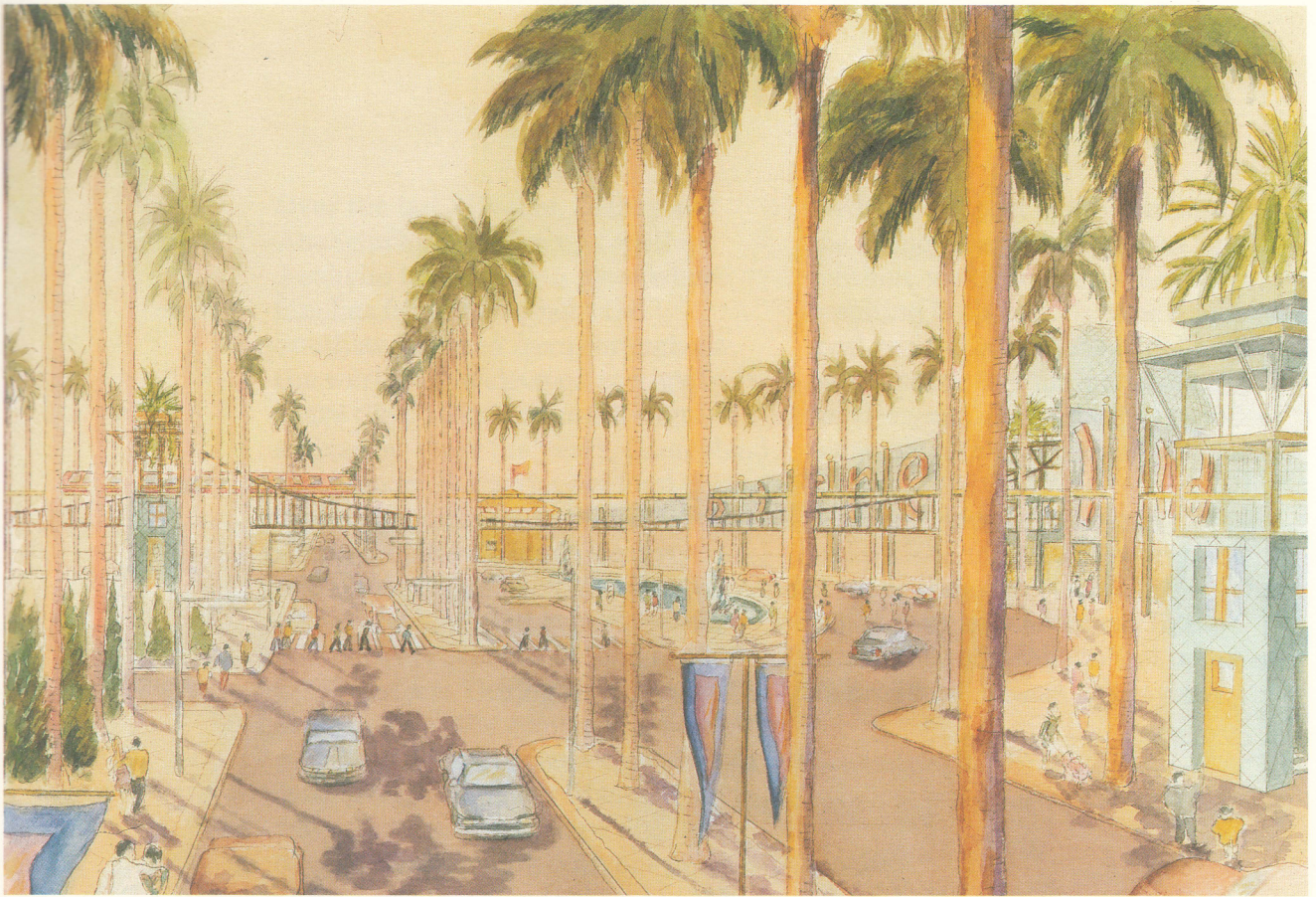
Streetscape treatments of such thoroughfares as Harbor Boulevard (Figure 28) will encourage a festive atmosphere. In contrast, treatment of Walnut Street (Figure 29) at the edge of the Commercial Recreation Area, will be consistent with its quiet, residential character.

Transportation and Infrastructure Plan.

Finally, as described in the previous section, the City, working closely with Disney, is developing a long term transportation and infrastructure plan for the Commercial Recreation Area.

While these initiatives are complex, the end result is most comprehensible: the creation of an integrated, lushly landscaped, visually delightful Garden District, supported "invisibly" by a smoothly functioning infrastructure.

Figure 29
Walnut Street (View to the north) -- With lush landscaping along earthen berms, the streetscape treatment of Walnut Street respects its quiet, residential character



Imagine The Future . . .

Over the last 35 years, Disney and Anaheim have grown up together. Anaheim has become a place where families from throughout the Southland, indeed from throughout the world, are welcomed and invited to share the California sunshine and ambiance. Over the years, Disneyland has supported a variety of local charitable organizations, provided scholarships and internships to local youth, contributed significantly to the regional economy, and generated substantial tax revenues to fund needed City services. During this time, we've come to know the community's concerns and needs, because they are our own. The Preliminary Master Plan is driven by that knowledge, and by a commitment to work with our neighbors to create a plan that will benefit the entire community.

With the support of the community, the Disney magic will expand and continue well into the next century, resulting in thousands of new jobs for local residents, millions of dollars in new taxes to pay for increased city services, and dramatically expanded economic activity for local businesses.

We are excited to announce this plan, and we look forward to working with our neighbors to create a project that will be mutually beneficial to the community of Anaheim and to one of its proudest citizens, Disneyland.

Development Team

The Disneyland Resort Preliminary
Master Plan was developed by:

**Disneyland,
Disney Development Company, and
Walt Disney Imagineering**

In conjunction with:

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Architecture, Urban Design
New York, New York

Other members of The Disneyland
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Braun/Spinner-Lamar
Community Relations
Irvine, California

Casey & Sayre
Public Relations
Los Angeles, California

Dames & Moore
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